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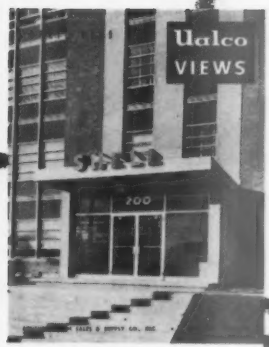
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Problem: TOBACCO BARN FIRE IN JULY CALLED FOR QUICK ACTION BY THIS DEALER

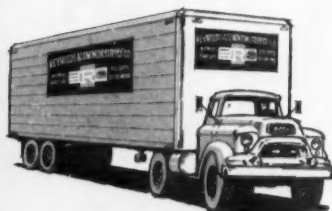
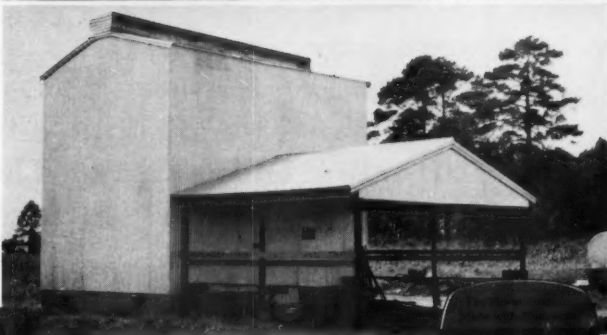
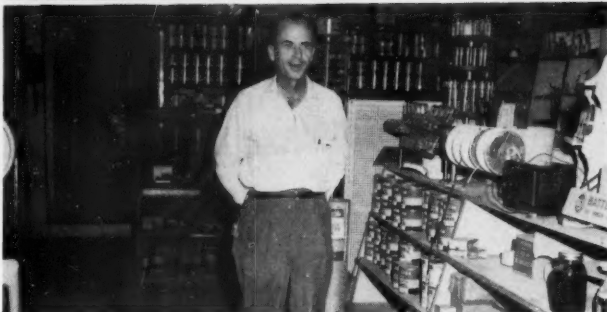
Solution:

MR. CLIFFORD E. BULLARD, prominent North Carolina tobacco farmer, lost a tobacco barn by fire early one Sunday morning in mid-July. With a valuable crop ready to barn, he had to have a replacement without delay. He called Marvin Dorman, owner of Dorman Hardware Company, Pembroke, North Carolina, that same afternoon and told him about his plight. Mr. Dorman, a dealer-erector for Reynolds Aluminum tobacco barns, got in touch with Bob Noble, our sales representative in his territory and, together, the two men took measurements for the new building.

BOB CALLED IN THE ORDER from Mr. Bullard's office while Mr. Dorman returned to Pembroke to collect his crew. They began work on the framework early Monday, and by the time they were ready for the Reynolds aluminum farm roofing, the material had been delivered to the site from stocks at our warehouse. The job was finished by Tuesday afternoon, and because of the prompt service offered by the Reynolds Aluminum Supply Company Branch, along with the quick work of Mr. Dorman's men, not a single leaf of tobacco was lost. Mr. Bullard was barning his crop less than three days after the old building was destroyed.

BESIDES NOT LOSING ANY TOBACCO, Mr. Bullard got the added benefit of the last word in tobacco barn construction. Rust-free, maintenance-free Reynolds aluminum, with its fine heat-reflective qualities, offers the ultimate in performance. A Reynolds aluminum tobacco barn does everything a tobacco barn ought to do, and does it better than any other kind of barn.

OUR BRANCHES have many case histories on file that repeatedly show how our complete stocks of building materials and our staff of over 140 experienced representatives have assisted many dealers with routine operations as well as with special problems. You will find that our men and our inventories can help you meet your customers' needs. If you are not now doing business with our company, it will pay you to call the branch nearest you and talk to the representative in your area. The address and phone number of the nearest Branch is given below.



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REYNOLDS ALUMINUM

sbs**SOUTHERN
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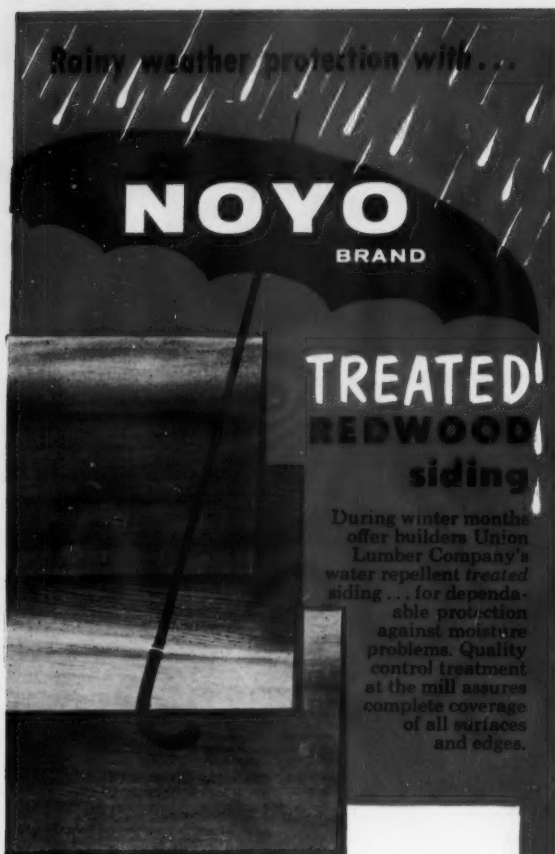
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WHAT'S NEW in Building Trends

Stainless Steel Chimney, Smoke Stack

A stainless steel fireplace chimney and smoke stack, believed to be unique in the home building field, has been completed in this Pittsburgh home.

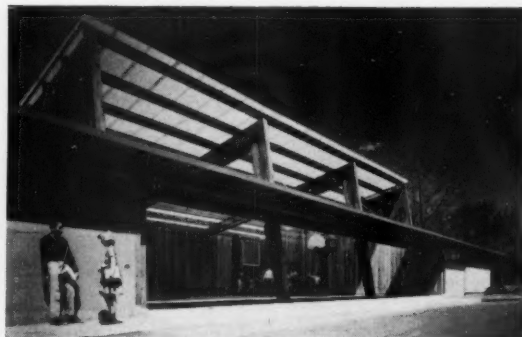


Actually, the chimney is composed of two stainless steel pipes. The outer pipe is 14" in diameter, about 14' high, and extends 2' beyond the roof. The inner pipe is 12" in diameter. One inch of insulation material surrounds the inner pipe.

The chimney was made by forming and welding the pipe lengthwise. The weld bead was then buffed down, and the entire chimney was given a buffing to create a satiny, soft-looking finish.

Fiberglass Canopy Adds Style, Protection

Shatterproof Alsynite translucent fiberglass panels are used in this canopy and covered walkway, providing both weather protection and distinctive style to the building.



Alsynite's application in modern school buildings, such as this, is reportedly increasing because of its shatterproof, long-lasting qualities and minimum maintenance. The panels require no painting.

Refrigerator-Freezer Is Built-In Type

A sleek exterior design, featuring anodized ribbed aluminum touch strips to reduce finger marks, and a few minor engineering changes mark the debut of a new Built-in refrigerator-freezer from Thermador Electrical Manufacturing Co.



It has a 10.2 cubic-foot capacity in the automatic defrosting refrigerator, and four cubic-feet in the separate lower freezer section. Storage is provided in the door, and a separate dairy shelf, capable of holding 19 quarts of milk, rolls out on nylon casters.

Available in right- or left-hand door models, it comes in stainless steel or five colors: copper, white, turquoise, yellow, or pink.

Vertical Plank Half-Wall Divides Areas

Pastel planks of plastic-surfaced Marlite form a half-wall which divides an area serving as combination living-dining room. The planks are especially useful in creating a look of continuity to the room. Built during remodeling, they avoid the "added on" look.

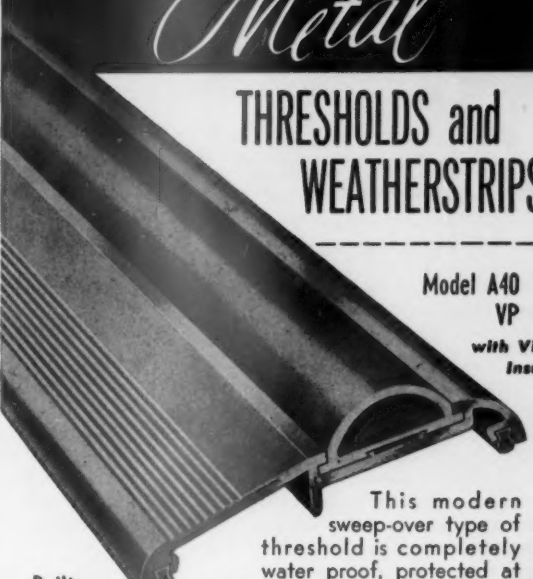


Blocks of Marlite in matching colors likewise are designed for use on ceilings. Pre-decorated hardboard in woodgrain design covers the counter top and cabinet doors. The material can be installed by do-it-yourselfers, and reportedly is easy to clean and convenient to handle.

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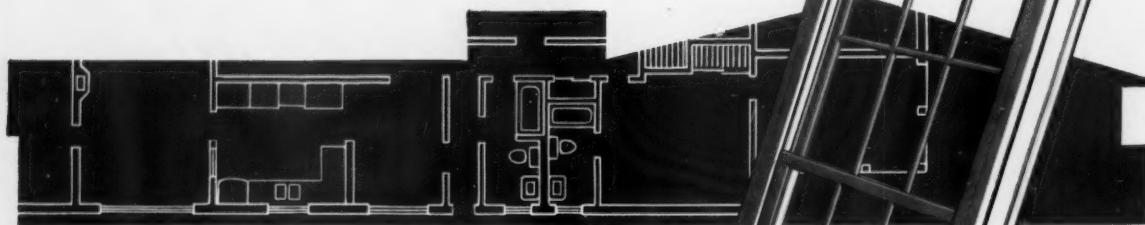


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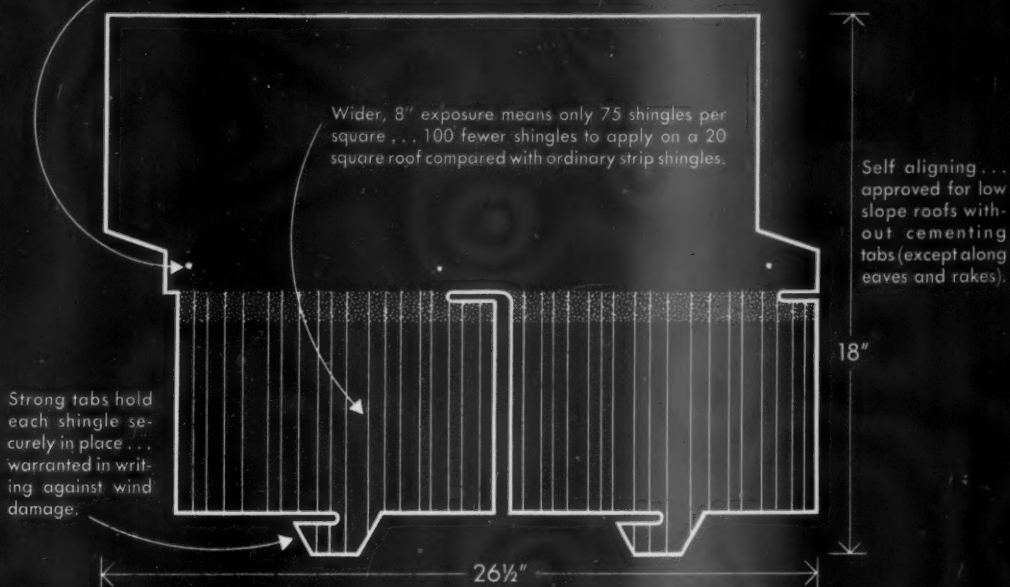
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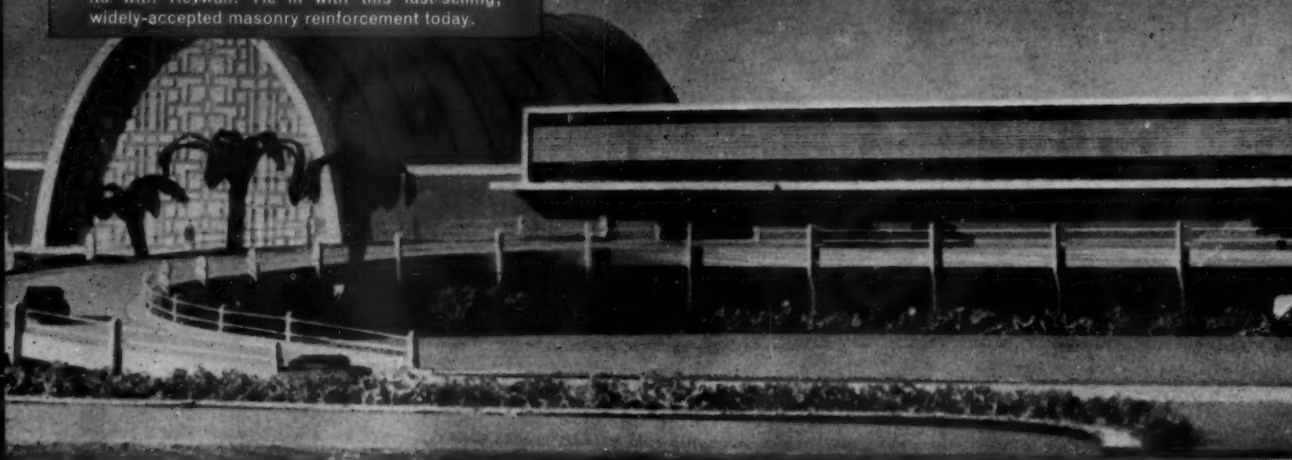
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LOUISIANA—The Moisant International Airport Terminal, New Orleans. Keywall used in alternate courses of all concrete block, structural clay facing tile and hollow building tile. Architects: Goldstein, Farham & Labouisse, New Orleans, and Benson & Riehl, New Orleans. General Contractor: J. A. Jones Co., Slidreport. Masonry Contractor: Dixie Construction Co., Birmingham, Ala.



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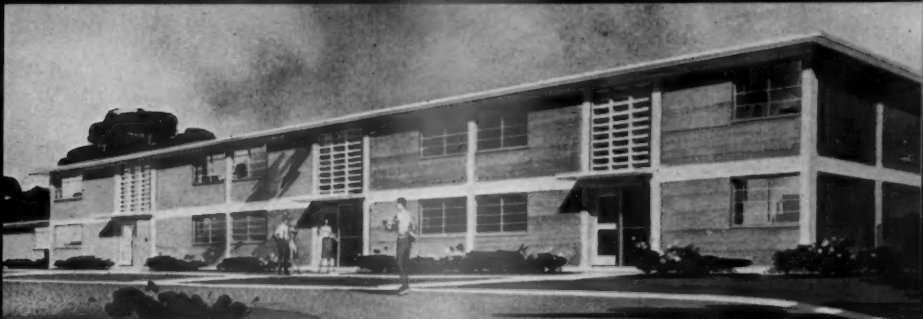
MISSISSIPPI—Choctaw County High School, Ackerman. Exterior and interior partition walls are reinforced with Keywall. One of the many Keywall jobs specified by Raymond Birchett, architect, Jackson. General Contractor: Perry Construction Co., Philadelphia, Mississippi.



MISSISSIPPI—Whisenton School, DeKalb. Keywall used in every third course of exterior and interior concrete block walls. Architect: Bill Archer, Meridian. General Contractor: B & M Construction Company, Meridian.



MISSISSIPPI—One of the fourteen apartment buildings being constructed for married students on the University of Mississippi campus, Oxford. The buildings are of concrete and masonry construction, reinforced throughout with Keywall. Architect: Thomas H. Johnston, Jr., Starkville. General Contractor: J. W. Rich Construction, Humbolt, Tenn.



All over the South, architects and builders are using Keywall masonry joint reinforcement in increasing numbers. Such unanimous approval of Keywall is typical of the entire country. You find this superior reinforcement on jobs everywhere, giving greater crack resistance and increased lateral strength at lower cost.

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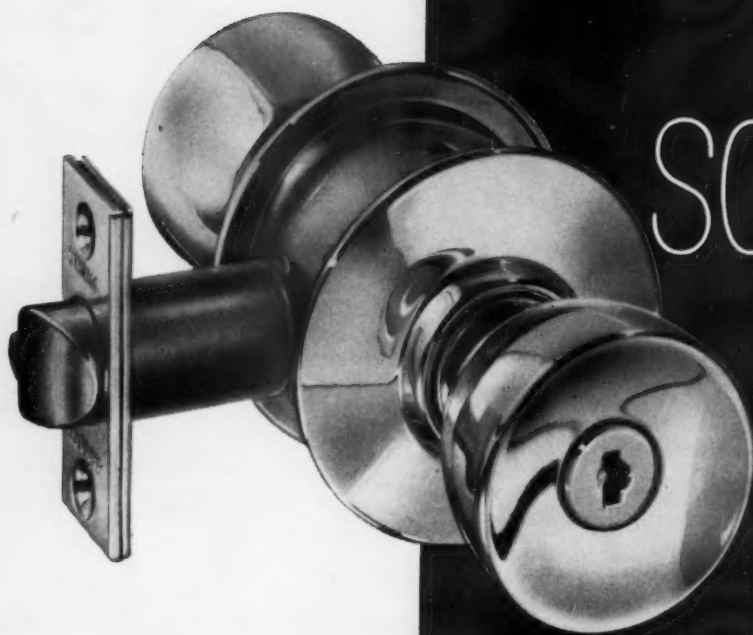
TENNESSEE—Pine Hill Community Center, built for the Memphis Park Commission. By reducing shrinkage cracks, Keywall gives longer life to the beauty of this building. Architects: Mann & Harrover, Memphis. General Contractor: W. F. Jameson Construction Co., Memphis.



MISSISSIPPI—The Northside Elementary School, Kosciusko. One of the many buildings designed by William I. Rosamond, architect, Columbus, on which Keywall was specified. General Contractor: Fenwick Brothers Construction Company, Kosciusko.

ALABAMA—Dill Hall, student dormitory, Troy State College, Troy. Keywall is adding greater crack resistance to this attractive building. Architect: Pearson, Tittle & Narrows, Montgomery. General Contractor: Henderson, Black & Greene, Troy.





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S B S SIGNIFICANT TRENDS

September, 1959

RETAIL DEALERS IN THE 60's WILL FACE A NEW KIND OF HOUSING MARKET, if one places stock in the omniscient crystal ball-gazing of Fortune magazine editors. Already on a marked upsurge is rental construction, actually rivalling the apartment-house boom of the 20's. Today, point out Fortune editors, Americans are spending no less than \$108-billion to build new houses and apartments, and to operate, maintain, furnish, and equip homes already built. And by 1970, this figure may well rise to \$160-billion or more.

Main reason for swing to apartments in the 60's will be the significant increase in the two age groups which prefer renting — 20 to 24 and over-65. These renters, it is explained, are bachelors (male and female), young couples whose children haven't arrived yet, older couples whose children have left home, and widows and widowers.

By 1970, there will be 6-million more people between 20 and 24 than there are today. According to the 1950 Housing Census, 85 per cent of the households in this age group are renters, rather than home-owners. Renting will also receive a boost because of lengthening of life-expectancy. The over-65 population will be expanding by nearly 4-million, and the growth in social-security, pension-fund and life-insurance benefits will enable a rapidly increasing proportion to live alone, rather than with relatives. Consequently, over the next 10 years, the number of single-person households over 65 years of age will increase by 2.3-million.

Finally, expansion of the 25- to 29-year-old group, which also has a strong preference for renting, will add to the demand for apartments. If this new demand for apartments is to be satisfied, furthermore, builders will have to provide accommodations suited to special needs of each of these groups, rather than the uniform, tasteless, and expensive barracks now built in most cities. Most new apartment houses, for example, are fully air conditioned, and a rapidly growing number in the South are built around swimming pools, yacht basins, or clubs of some kind for exclusive use by tenants.

'SECOND-TIME HOUSE BUYER' IS APT TO DOMINATE BUILDING SCENE DURING 60's, likewise predict Fortune authorities. This 45-55 age group — then to be at the peak of its earning potential — in growing numbers is coming into the new-house market, if not already dominating it. More exacting on builders, the second-time buyer is usually particular about such factors as room size, number of bathrooms, thickness of insulation, adequacy of heating and hot-water system, ad infinitum. As has been indicated, second-time buyers tend to be more discriminating because they're not in need of shelter. And to find exactly what they want, they appear willing to look for four or five years.

Biggest obstacle to selling second-time buyers, it now appears, may be the difficulty that some are likely to find in selling houses they already own. Decline in the 30-40 year-old population — the usual first-time buyers — could well put a crimp in the market for second-time buyers. Thus, a vicious circle presents itself.

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Building Material Merchants of Georgia — 351 Highway 41 South, Perry, Ga. Tel. GArdfield 9-2472. Executive Secretary: Herbert G. Drews. President: Harrell C. Murray, Savannah, Ga.

Carolina Lumber and Building Supply Association — 3909 Monroe Rd., Charlotte 5, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: M. R. Bagnal Jr., Columbia, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. GArden 2-3761. President: Arthur C. Bivins Jr., Miami, Fla.

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**Advertised
Nationally**



National advertising makes West Coast Lumber known and used in every community in America. Full color advertisements featuring distinctive, new home designs appear in mass circulation magazines such as American Home, Better Homes and Gardens, House Beautiful, Life and Living for Young Homemakers.

SEND FOR FREE FOLDER. Gives information and handy order form for free literature, TV spots, radio announcements, etc. Helps sell lumber! For free folder, "Advertising and Promotion Material," write to: ————



**Douglas Fir • West Coast Hemlock
Western Red Cedar • Sitka Spruce**

Nothing matches wood for modern home building. The warmth, natural beauty and versatility of America's traditional building material are never outdated.

Living achieves new dimensions in striking home designs like that above...new designs made distinctive with the popular, practical species of Douglas Fir, West Coast Hemlock, Western Red Cedar and Sitka Spruce...outstanding lumber combining economy, durability and distinction. And remember...lumber is your one large volume, exclusive product.

**WEST COAST
LUMBERMEN'S
ASSOCIATION**

➔ 1410 S.W. Morrison • Portland 5, Oregon



Exquisite

CABINET HARDWARE CREATIONS BY MEDALIST

FEATURING *New* MODERN AND PERIOD-
INSPIRED MATCHING DESIGNS. *New* SELECT
GROUPINGS FOR MINIMUM INVESTMENT.

New DISTINCTIVE, COMPACT DISPLAY
BOARDS FOR EACH GROUP

Today, the big demand is for cabinet hardware that expresses individuality and distinction. That's why you'll want to stock and sell these brilliant new modern and period creations by Medalist. Ten groupings in all. Write us for information and prices, then place your order for the groupings that will return the biggest profits to you.

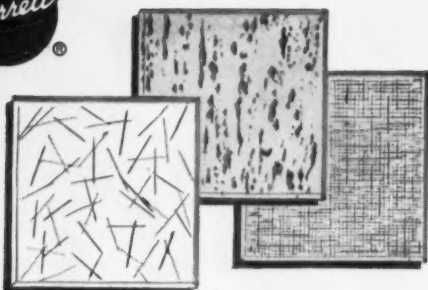
FREE
display board
with each
grouping

Medalist HARDWARE DIVISION
National Lock Company, Rockford, Illinois

BARRETT

FIBREBOARD PRODUCTS

stronger...smoother...more uniform in size



1

CEILING TILE IN 3 NEW PATTERNS ... Sparkler, Fissure and Tattersall. Decorated in tasteful multi-colors, these new Barretone! Tiles are backed by heavy promotion in The Saturday Evening Post!



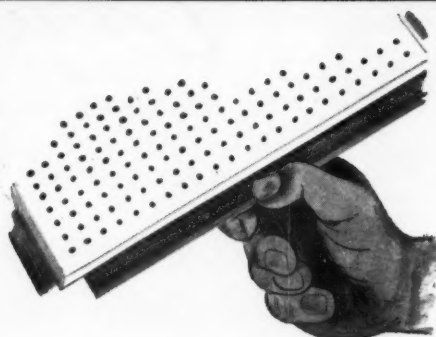
2

EASY TO APPLY...BUILDING BOARD AND PLANK Here's just the thing your customers are looking for when they decide to finish a basement or attic. Plank is factory-painted in a choice of colors. Nail directly to framing for finished walls.



3

23% STRONGER... "RIGIDWALL" SHEATHING RIGIDWALL® is the new Barrett Insulating Sheathing that exceeds FHA requirements for application without corner bracing, by 23%. Also exceeds FHA requirements for direct nailing of siding...and by 47%! Tell your builder customers.



4

STRENGTH THROUGH CHEM-FI PROCESS The CHEM-FI Process is the Barrett method of fibreboard manufacture that makes all these products superior to others. Try holding other ceiling tiles by the flange, as above, and watch them break in your hand. Barrett Insulating Tiles are proved stronger!

† Trade Mark of Allied Chemical Corporation

Your Barrett representative can show you how the extra strength of these fibreboard products can mean more sales...less wastage...and bigger profits for you. **FOLLOW THE BARRETT LINE.** Asphalt Shingles and Roll Roofing • Asbestos-Cement Siding Shingles • Rock Wool Insulation • Sheathings and Building Papers • Roof Insulation • Built-Up Roofing Products • Bituminous Coatings and Cements • Translucent Plastic Panels. 36th & Grays Ferry Ave., Philadelphia 46, Pa.; Merchandise Mart, Chicago 54, Ill.; 1327 Erie St., Birmingham 8, Ala.; 323 S. 67th St., Houston 11, Tex.

BARRETT DIVISION

40 Rector St., New York 6, N. Y.

Allied
Chemical

Profit Center

FOR
RETAIL LUMBER DEALERS

The new Weyerhaeuser Louisville Distributing Yard can be your **profit center** for First Choice building materials at competitive prices.

ONE STOP. You can cut truck expense by pickup of quality Weyerhaeuser 4-Square kiln-dried lumber and many basic building materials with just one stop.

CONVENIENT LOCATION... at the crossroads of north-south and east-west expressways. See map.

FASTER SERVICE. Specially-designed end-loaders for fast handling of lumber and other products . . . truck-height loading docks with hydraulic platform levelers . . . abundant hard-surfaced turning area.

QUALITY LUMBER. Large stocks of the nation's best known lumber—Weyerhaeuser 4-Square kiln-dried—to supplement shipments direct from mills.

MANY PLYWOODS. Complete stocks of Weyerhaeuser 4-Square Fir plywood . . . Exterior, Interior and Sheathing . . . preferred for appearance, glue-line performance and precision manufacture. Decorative plywoods, too, including a broad line of prefinished panels.

ANDERSEN WINDOW WALLS. The full line of Andersen Windowwalls. Complete stocks . . . precision assembly by Weyerhaeuser . . . fast, reliable service. Experienced, enthusiastic personnel to help detail installations.

SALES LEADERS. Weyerhaeuser stocks broad lines of wood panelings, Versaboard (particle board), insulation, millwork and related building products. Use them to attract business—let us carry the inventory.

LOW UNIT PRICES. You save 3% to 4% from by-the-piece prices when you buy lumber and other materials in convenient, bundled units. And you save truck time . . . cut handling costs . . . and get clean, ready-tallied stock.

DEALER SERVICES. Our display room is available for dealers to use in selling contractors and consumers. Product literature, speakers, movies and practical demonstrations can be supplied for sales meetings.

RELIABLE DELIVERY. Weyerhaeuser trucks deliver many First Choice building materials and products to outlying dealers on regular, reliable schedules to help dealers service customers better, save time of dealer trucks.

RAIL CARLOADS. Either mixed cars or straight cars can be supplied quickly and economically from the Weyerhaeuser Louisville Yard. Many standard and special items can be put in the car to supply immediate needs, fill in dealer stocks. Rail rates are low for out-of-yard shipments east, north and south.

WEYERHAEUSER Louisville DISTRIBUTING YARD

1360 DURRETT LANE, LOUISVILLE 13, KENTUCKY

telephone: EMerson 8-3331

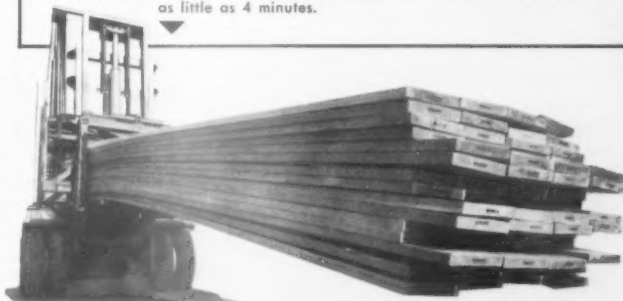


Here in the modern, efficient new Weyerhaeuser Louisville Distributing Yard are many of the basic building materials dealers stock and sell every day—readily available.



The Weyerhaeuser Louisville Yard transports travel regular truck routes to supply dealers of Kentucky and Southern Indiana. Service is fast and reliable.

New end-loading trucks are typical examples of yard efficiency. They can pick up as much as 2,500 feet of lumber at a time, load a truck in as little as 4 minutes.



FOR CONDENSED STOCK LIST OF THESE AND OTHER *First Choice* BUILDING MATERIALS . . . see other side

WEYERHAEUSER
4-SQUARE®
Lumber and Building Products

Andersen Windowwalls



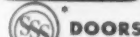
Complete Wood Window Units

Nu-Wood®
Insulation Board Products

Balsam-Wool®
Sealed Insulation

OWENS-ILLINOIS
Pre-finished Hardwood Plywood

Gibraltar



DOORS

KOLORITE®
WEYERHAEUSER 4-SQUARE
Factory Coated Shakes and Shingles

FILON®

Fiberglass Building Panels



*T. M. Reg.



Stocks include a full line of Weyerhaeuser 4-Square lumber and building products. Warehousing costs are kept to a minimum to supply dealers quickly, economically.

First Choice BUILDING MATERIALS STOCKED FOR FAST DELIVERY TO RETAIL LUMBER DEALERS

LUMBER

All lumber is Weyerhaeuser 4-Square Kiln-Dried unless otherwise noted.

SIDING

Water-repellent treated West Coast Hemlock
West Coast Hemlock
Western Red Cedar
Douglas Fir drop siding

DIMENSION—

Construction, Standard & Utility
Douglas Fir to 2x12, 8'-24'
West Coast Hemlock to 2x12, 8'-24'

STUDS

Douglas Fir, const. & std.
Douglas Fir . . . green—Anti-stain treated

LONG LENGTHS . . . GREEN

Douglas Fir to 2x12, 26'-32'

SMALL TIMBERS . . . GREEN

Douglas Fir 4x4-6x8, 10'-24'

BOARDS

Ponderosa Pine #2 and #3—1x6-1x12, R/L 10'-16'

FINISH LUMBER

Douglas Fir 8/4 ind. clrs., to 12"
Douglas Fir D to B&Btr, to 12"
NU-LOC vertical grain Douglas Fir—Glued-up C&Btr 1x6-1x12, 12'-16"
Ponderosa Pine C&Btr—1x8-1x12 and 1x13 & wider
Ponderosa Pine C&Btr, 5/4-8/4
Ponderosa Pine . . . D—1x8-1x12 and 1x13 & wider
Ponderosa Pine D, 5/4-8/4
Douglas Fir stepping, 5/4—Vertical grain, B&Btr and C
Douglas Fir ceiling, C and D
Douglas Fir flooring, C and D
Douglas Fir car siding
Center-matched Douglas Fir—2x6 edge-vee one side, const.

PANELING (also see "plywood" below)

Driftwood Douglas Fir—1x6-1x10 . . . R/W and R/L
Ponderosa Pine #2 and #3—WP-2 & WP-4 patterns, 1x6-1x10
Inland Red Cedar clear & knotty—End-matched & end-veed, 8' length
Perimeter Vee paneling (end-matched and ends beveled) . . . Western Red Cedar and West Coast Hemlock.
Nu-Wall packaged paneling . . . Ponderosa Pine
Aromatic Red Cedar closet lining . . . 3/8x3 1/4

FENCING

Patty-O-Panels . . . ready-to-assemble fence section

PLYWOOD

Douglas Fir . . . Exterior, Marine, Sheathing, Interior, Ext. Plyform
Decorative plywoods . . . Knotty Pine and Knotty Cedar
LOC-WALL slip-together plywood panels . . . Idaho White Pine, Inland Red Cedar and Inland Larch
OWENS-ILLINOIS prefinished plywoods

HARDBOARD

Standard, Tempered, Wallboard, Underlayment, Pegboard

INSULATION BOARD

NU-WOOD . . . Impregnated Sheathing, Impregnated and coated 1-side Sheathing, Predecorated Plank & Ceiling Tile, and Acoustical Tile—Regular and Random

SEALED INSULATION

Balsam-Wool, regular & reflective

VERSABORD

(VERSABORD is the new brand name for Weyerhaeuser Silvatek particle board.)
This is a new Weyerhaeuser Silvatek Engineered Panel Material . . . Underlayment & core stock

COATED SHAKES

Kolorite Double-coated 18" Western Red Cedar, grooved, 9 new Kolorite colors

FIBERGLAS PANELS

FILON, translucent building panels . . . 2 thicknesses, many colors

DOORS

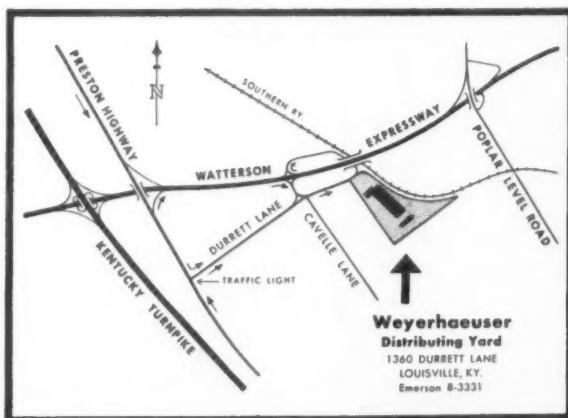
Birch flush doors . . . General Plywood Corp., Super-Satin Surfaced & unselected. Coffman lights
Glazed Doors . . . Rimco (Rock Island Millwork Co.)
Louver Doors . . . Rimco (Rock Island Millwork Co.)
Window & Door Blinds . . . Rimco (Rock Island Millwork Co.)

WINDOWS

Andersen Windowalls . . . Assembled by Weyerhaeuser
New Strutwall component windows . . . New Beauty-Line Units . . . Casements, Flexivents, Flexiviews, Gliding, Pressure Seal, Combinations, Basement Windows
Shop for Window Assembly

MOULDINGS

Ponderosa Pine, 8000 Series



WEYERHAEUSER Louisville DISTRIBUTING YARD

1360 DURRETT LANE, LOUISVILLE 13, KENTUCKY

Beside Watterson Expressway just east of the Kentucky Turnpike

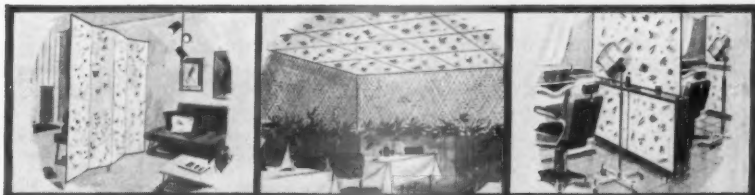
telephone: EMERSON 8-3331



Barclite is a natural



Yes, translucent Barclite Decorative Panels are a natural for year 'round, high profit sales! Offer endless versatility for home and industry as screens, light panels, sliding doors, dropped ceilings. Leaves, ferns, butterflies, decorator fabrics in the finest reinforced fiberglass panels. So easy to install. Contact your distributor now!



BARCLITE CORPORATION OF AMERICA

Box SB9, Barclay Bldg., New York 51, N. Y.

INDUSTRY NEWS

Manufacturers, Wholesalers, Associations

South's Building Outstrips Nation

New houses started in the South during the first five months of 1959 actually constituted 34.3 per cent of the nation's total — a 30.6 per cent increase over that for the same period last year.

That was the just-released estimate by the U. S. Dept. of Commerce, which, for tabulation purposes, divided the United States into four specific regions: Northeast, North Central, South, and West. Comprising the South in USDC grouping were Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

Number of new homes started during the first five months of this year and reported, in thousands, by USDC were, in the South, 200.7; in the West, 150.3; North Central, 124.9, and Northeast, 105.8 — in all, a 581.7 total for the United States.

Four Dixie State Executives to Direct NRLDA Convention Discussion Clinics



Bennett

Mitchell

Ebersole

Jones

Executive directors of four southern federated associations of the National Retail Lumber Dealers Assn. will serve as program managers for business sessions at NRLDA's sixth annual building products exposition in Cleveland, Ohio, November 14-17.

The management-level subjects to comprise the clinics were selected by dealers in a survey following the 1958 NRLDA show in Chicago.

Building activities and control of land by dealers will be developed by Marie Bennett, Orlando, Fla., executive secretary of the Florida Lumber and Millwork Assn. Mrs. Bennett recently announced her resignation, effective December 1, as FLMA executive secretary. This activity, therefore, essentially will serve as her "swan

song" in NRLDA circles.

Long-term financing — where to get it, how to get it, and how to use it in increasing dealer sales — will be covered in a panel to be led by Gene Ebersole, Austin, Texas, executive vice-president of the Lumbermen's Assn. of Texas.

A separate program on short-term credit will be conducted by Harris Mitchell, Richmond, Va., secretary-manager of the Virginia Building Materials Assn.

Robert Jones, Philadelphia, Pa., executive vice-president of the Middle Atlantic Lumbermen's Assn., will head up discussion on the customer's-eye-view of the building material dealer.

Relationships with the buying public, including over-the-counter contact, telephone impression, correspondence, and the increasing

Houstonians Select Site For Displaying Materials

Houston Retail Lumber Dealers Assn. has taken an option on a 12,500 sq. ft. building for displaying building materials, products, and construction services.

Called the Houston Building Materials Center, it will provide a permanent, centralized display center. Product demonstration by a staff of trained personnel who know the finer points about building materials and services will be available to the general public.

The display floor is divided into 65 demonstration sections, averaging 10' x 8' each on nine-foot aisles. In addition to display areas, office space will be offered to firms allied in the building materials field.

Primary objective is to combat unscrupulous business practices of some firms and individuals, plus affording the average retail lumber yard an opportunity to render greater diversification of materials and services.

Delaware Shows 61% Gain in June Building Contracts

Delaware led four other Southern states in future construction contracts in June with an increase of 61 per cent over June, 1958, according to F. W. Dodge Corp.

Oklahoma showed the greatest decrease in June, with a drop of 42 per cent as compared to last year.

States topping the '58 mark were Kansas, up 17%; Georgia, up 12%; and Texas, up 9%.

Falling below the June, 1958, level was the District of Columbia, down 33 per cent.

importance of the woman customer, likewise will be discussed.

Case histories of outstanding promotional activities by lumber and building materials dealers will be presented by Edwin W. Elmer, executive secretary of Midwest Lumber Dealers Assn.

For strong, lightweight sheathing...

suggest **WHITE FIR**



stays straight and flat while in storage and after placed in use



WHITE FIR—fine 5 ways for sheathing. In addition to being strong and lightweight, White Fir has good insulating qualities and works and nails easily to make it an excellent lumber for sheathing. Any grade of No. 4 Common or better develops more than sufficient strength to meet all accepted strength standards for wall or roof sheathings.

White Fir furnishes you one of America's most versatile softwoods. Carefully dried, it is readily adaptable for siding, framing, industrial uses, roof decking, architectural woodwork, paneling and mouldings. Because of its light weight and soft texture, it is economical to handle and work on the job site. Order White Fir from Western Pine Mills in straight or mixed carloads.



Write for FREE illustrated book about White Fir to:
WESTERN PINE ASSOCIATION,
Dept. 705-K, Yeon Building,
Portland 4, Oregon.



Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

SAVE NOW!

Buy
by the
mixed
truckloads



**Get everything you need in a single truckload;
choose from 646 Quaker State metal building items!**

Now you can order a single *mixed* truckload of Quaker State metal building products. You can order any quantity you wish of as many items as you need; balance them in correct proportion to meet your own individual inventory requirements. And you can realize big savings when you order by the truckload.

You save on warehouse space. You balance your inventory to match your turnover. And you buy for less!

This new plan is possible because all 646 Quaker State metal building product items are manufactured and warehoused in a single location. Your complete order can be loaded at our plant in Lancaster, Pa., and dispatched to your warehouse . . . and you get fast service, too.

Look over the list of Quaker State metal building products at right. Select only those you need, in the sizes you wish. And order your first mixed truckload now!

This is your opportunity to sell the *complete* QSM Line . . . at an increased profit. Write for prices.

The most complete line of Metal Building Products manufactured at one source
QUAKER STATE METALS CO. • LANCASTER, PA.

Division of HOWE SOUND COMPANY

PLAN YOUR OWN MIXED TRUCKLOAD FROM THIS LIST OF QSM METAL BUILDING PRODUCTS

- Aluminum Rain Carrying Products
- Galvanized Rain Carrying Products
- Aluminum Roll Valley and Flashing
- Galvanized Roll Valley and Flashing
- Aluminum Reflective Insulation and Vapor Barrier
- Copper Flashing and Vapor Barrier
- Aluminum Building Shapes and Roof Edging
- Galvanized Building Shapes and Roof Edging
- Aluminum Termite Shields and Accessories
- Galvanized Termite Shields and Accessories
- Aluminum Formed Roofing and Siding Sheets
- Aluminum Roll Roofing and Siding
- Aluminum Roofing and Siding Accessories
- Galvanized Footer Forms
- Aluminum Soffit Material
- Galvanized Wall Ties
- Aluminum Weatherboard Siding and Awning Stock
- Aluminum Utility Sheet





HARRY V. BALCOM of Shreveport, La., has been selected to head a discussion on dealer land control and building at the sixth annual Building Products Exposition of the National Retail Lumber Dealers Assn. in Cleveland, Ohio, November 14-17. Balcom, a former NRLDA director, is a member of the Lumber Dealers Research Council and a past-president of the Louisiana Building Material Dealers Assn.

Southwest Dealers Raise Net Profits 3.3% in '58

Building material dealers in the Southwest increased their average net profits in 1958 from 2.5 per cent to 3.32 per cent.

This fact was revealed recently in the Southwestern Lumbermen's Assn. "Cost of Doing Business Survey," conducted by Carl R. Johnson, C.P.A. and resident partner, Wolf and Co., Oklahoma City.

Dealing with the four states serviced by the Association (Missouri, Kansas, Arkansas, and Oklahoma), the survey report showed that slightly over 10 per cent of participating dealers suffered a net loss. This, however, represented considerable improvement over the year 1957.

Minimum requirements for a sound and profitable management, indicated by the survey, included experience in industry, adequate records, adequate monthly financial and operating statements, and prepared budgets or forecasts.

CLBSDA Session Is Scheduled

Carolina Lumber and Building Supply Dealers Assn. will hold its annual convention in Asheville, March 8-10. James E. Divelbiss Jr., Asheville, first vice-president, was named general chairman of the 1960 convention committee.

a LOW-PRICE transit-mix line from Johnson:



55 cu. yd. bin ECONOPLANT

At a minimum investment you now get high-quality transit-mix plants that meet strict specifications on weighing out cement and aggregates. Low-priced Johnson® Econoplant® with manually-operated 3-cu. yd. Concentric batcher weighs cement on an independent scale — separate from aggregates. All-welded bin has 3 aggregate compartments (tot. 45 cu. yds.) plus 70-bbl. aerated cement compartment. The 180-bbl.-an-hour cement bucket elevator has 3 h.p. gearmotor with roller-chain drive, and boot hopper for bulk or bag cement. All units designed for quick assembly and convenient moves to new market areas.

ROUSTABOUT 48 cu. yd. bin

Portable, and rugged as its name implies, Johnson Roustabout handles 3 aggregates (tot. 38 cu. yds.) plus 60 bbls. cement — has 3-yd. Concentric batcher. Largest plant unit only 9 ft. wide — max. erection lift is only 4½ tons. Sets up, ready to work in less than a day's time!



120 cu. yd. bin JUMBO

Largest in this new series of Johnson low-cost packaged transit-mix plants, the Jumbo has bin storage for 3 aggregates (105 cu. yds. tot. agg. cap.) and 110 bbls. cement. Available with 3-yd. or 6-yd. manual Concentric batcher. Complies with most rigid concrete specs.

For more facts and figures —

Mail today to: **C. S. JOHNSON COMPANY, Champaign, Illinois**

Send us literature on: ☐ Jumbo ☐ Roustabout ☐ Econoplant

NAME _____ TITLE _____

COMPANY _____

STREET _____

CITY _____ STATE _____



C. S. JOHNSON CO. CHAMPAIGN, ILLINOIS
A DIVISION OF KOEHRING COMPANY STOCKTON, CALIFORNIA

Southwestern Selling Clinics to Spark Association's Long-Range Program



Secretary-Manager Kenneth Milliken of the Southwestern Lumbermen's Assn. directs an initial follow-up sales clinic for Hutchinson, Kans., retail building supply dealers and their sales personnel, in connection with the Association's long-range "Dynamics of Selling System." The system was launched to improve selling effectiveness of retailer-members and their sales staffs in the Association's four-state area of Missouri, Kansas, Oklahoma, and Arkansas.

"Dynamics of Selling System" reportedly has been installed to date in thinking processes of nearly 800 managers and their selling people at the retail level in the Southwestern Lumbermen's Assn.'s four-state area of Kansas, Missouri, Oklahoma, and Arkansas.

Following indoctrination, the system presumably has become basis for communicating all selling appeals, selling-points, and selling information — the common pattern and language for selling-point dissemination — to improve selling effectiveness of retail dealers.

Another distinctive feature of the system is that each individual retail yard can use the basic pattern and language for sales communication to build mutually the strength of its own selling team. After the system is installed, it is then possible under guidance and control of a firm "leader," one thoroughly meeting leadership requirements, to hold sales meetings at frequent intervals on various products and packages sold.

The follow-up selling clinics, held in July, gave dealers and their staffs, already "in-the-know" about fundamental principles and techniques of the system, opportunity to participate in actual demonstrations of such principles as applied to everyday selling problems faced at the yard.

Demonstrations were presented in a new, refreshing, and unique way to certify that the system was locked-up permanently as a selling habit. It enabled participants to become more confident, enthusiastic, and productive—assuring their firms of a continuous increase in profitable sales volume.

In the three hours of each two selling clinics, participants got factual and easy-to-use sales information on wood, wood products, and hardboard — probably the most dramatic ever presented to retail building supply dealers.

This was made possible by co-operation of Weyerhaeuser Sales Co. and Masonite Corp., who have been working closely with Southwestern in practical application of the "Dynamics of Selling System" among retail dealers.

Executives of both manufacturers actively participated in clinics by demonstrating features of products sold by retailers every day.

Southwestern Lumbermen's Assn. is currently planning to schedule additional installation meetings and follow-up clinics in the Association's four-state area.

Dodge Appoints Kitchens Southern Vice-President

A. W. Kitchens has been appointed southern regional vice-president of F. W. Dodge Corp.'s Construction News & Statistics Div.

Kitchens, whose headquarters will be in Atlanta, Ga., was manager of the Dallas district for five years. He began his career with Dodge as a reporter-salesman in Atlanta in 1939, later serving in Georgia, South Carolina, and northern Florida.

He was manager of the Birmingham branch office, before being named Dallas district manager in 1954. He is succeeded by J. Dexter Bowers Jr., formerly Miami district manager.

U. S. Steel Joins Program On Porcelain Enamel Homes

U. S. Steel has joined with Ferro Corp., Cleveland, to design and construct quality homes of porcelain enamel on steel, said to be made available at lowest possible cost.

Carl Koch & Associates of Cambridge, Mass., has been retained to design the home series. Porcelain-enamel-on-steel applications being considered include exterior walls, roof panels, and interior bathroom and kitchen walls.

Porcelain enameled components for homes will be fabricated by Fenestra Inc., Detroit. U. S. Steel is collaborating in technical matters including consultation and advice on selection and specification of steels best suited for the particular application.

First-Half Contracts Hit All-Time High in 1959

Construction contracts in the first half of 1959 set a new all-time record for the period, with large increases in residential and non-residential building categories offsetting declines in heavy engineering, according to F. W. Dodge Corp.

Total contracts in the first six months of this year reached a remarkable \$18.9 billion, some 12 per cent ahead of the same period last year.

The firm's economists said the most significant feature of the period was the strength showed by the private sector of the industry, which rose sharply despite a drop in government projects.

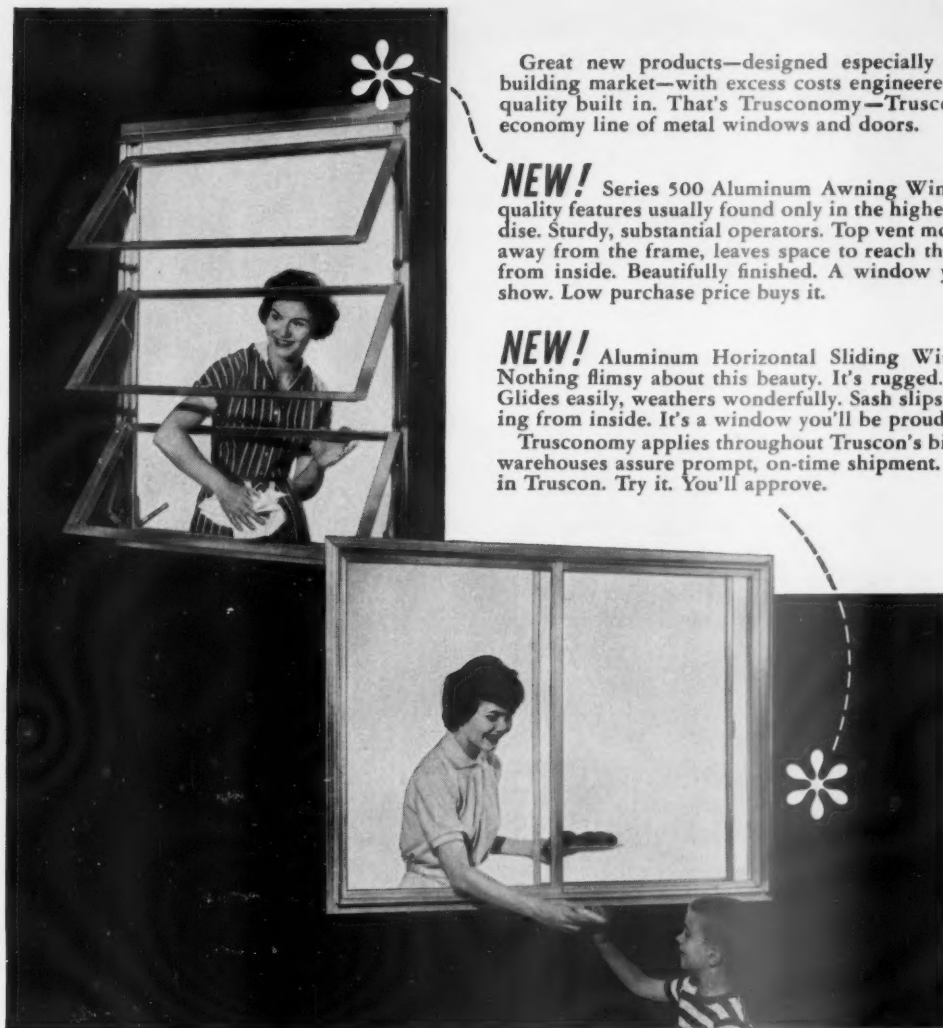
Hayes Elected President, Valley Lumbermen's Assn.

M. B. Hayes, San Benito, Texas, has been elected president of the Valley Lumbermen's Assn., succeeding Wayne D. McCluskey. C. B. Scott, Raymondville, is vice-president; and Gene Kelly, Elsa, is secretary-treasurer.

The board of directors is composed of Bill Haubolt, Brownsville; Tom Dye, McAllen; Arthur Pike, Weslaco; and Paul George and A. H. Schmidt, both of Harlingen.

TRUSCONOMY

New economy line offers traditional Truscon quality at low purchase price



Great new products—designed especially for today's home building market—with excess costs engineered out and Truscon quality built in. That's Trusconomy—Truscon's brilliant new economy line of metal windows and doors.

NEW! Series 500 Aluminum Awning Window. Loaded with quality features usually found only in the highest priced merchandise. Sturdy, substantial operators. Top vent moves down and out, away from the frame, leaves space to reach through for washing from inside. Beautifully finished. A window you'll be proud to show. Low purchase price buys it.

NEW! Aluminum Horizontal Sliding Window, Series 700. Nothing flimsy about this beauty. It's rugged. And it's graceful. Glides easily, weathers wonderfully. Sash slips out for easy washing from inside. It's a window you'll be proud to demonstrate.

Trusconomy applies throughout Truscon's big line. Twenty-five warehouses assure prompt, on-time shipment. There's new "go" in Truscon. Try it. You'll approve.

REPUBLIC STEEL
TRUSCON DIVISION



Youngstown 1, Ohio

NAMES YOU CAN BUILD ON

REPUBLIC STEEL CORPORATION
TRUSCON DIVISION

DEPT. C-8113-A

1050 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please send me more TRUSCONOMY information:

- ☐ Series 500 Aluminum Awning Window
☐ Aluminum Horizontal Sliding Window

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

NEW!
WABASH

VISTA

Years-ahead windows



MODERN VISTARAMA PICTURE-AWNING WINDOW—a single unit combining fixed upper sash and ventilating lower sash, for a picture view and fresh air, too.

ADVANCED DESIGN and unique engineering "firsts" make Wabash Vistarama the most talked-about wood windows of the year. Here are windows of the 1960's . . . with more truly modern features than any other line. That's why Vistarama is setting standards of quality for the entire industry.

In addition to the styles shown above, the Vistarama line includes elegant slim-line casement windows with maximum glass area. Exclusive "unitized"

frame permits sturdy, rigid installation singly or in any casement grouping.

All Wabash Vistarama units, crafted of preservative-treated Ponderosa Pine, are backed by 75 years of Wabash wood production know-how. Ask your jobber about his complete Vistarama stocks . . . his arsenal of "on-target" promotional and selling aids. A call will convince you it pays to handle the line that's prompting the talk—Wabash Vistarama.

hat sell on sight!

RAMA

WOOD
WINDOWS



VERSATILE VISTARAMA PANEL WINDOW—can be arranged in countless groupings; installed as awning, hopper, fixed unit, or as economy casement.

Features like these put Vistarama years ahead:
MORE WEATHER-TIGHT—neoprene weatherstrip, applied to frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

NYLON SHOE HINGES—factory-installed. Smooth, silent; never need oiling. Adjustable tension. Cadmium-plated; will not corrode.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster, easier to reglaze.

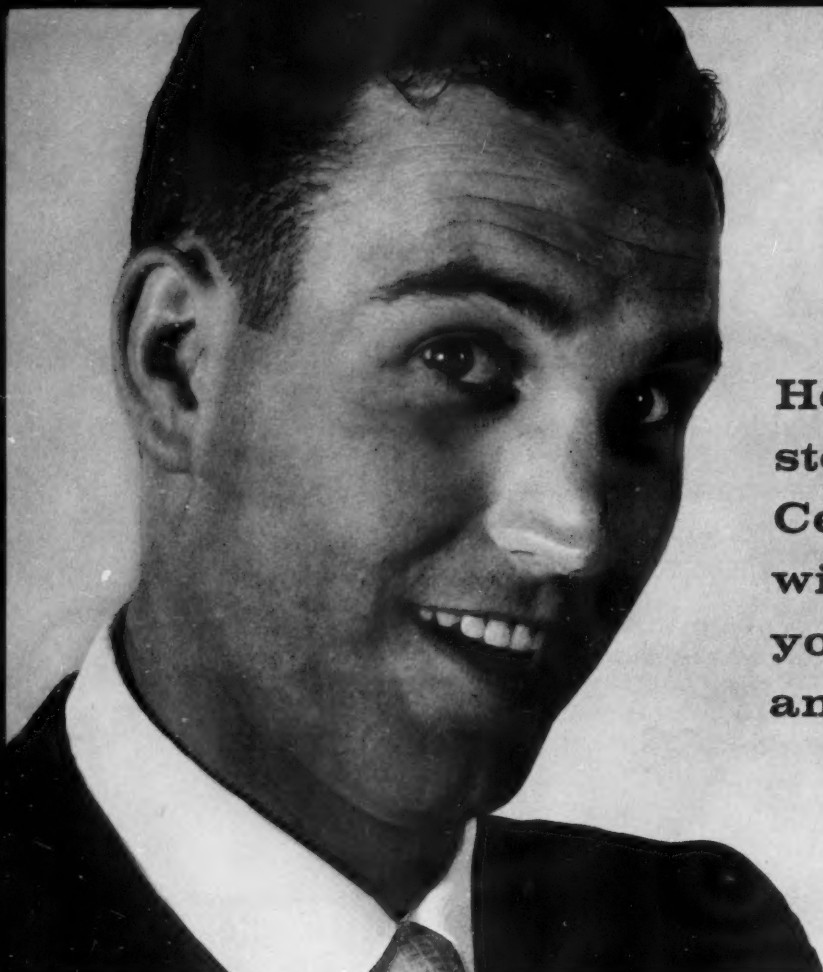


DISTRIBUTED BY:

Addison-Rudessal, Inc., Atlanta, Ga.
Central Warehouse Corporation, Bristol, Va.
Central Woodwork, Inc., Memphis and Jackson, Tenn.
Dealers Warehouse Corporation, Knoxville, Tenn.
Dyke Bros., Kansas City, Missouri
Harris-Webber Sash & Door Co., Nashville, Tenn.
Reserve Warehouse Corporation, Chattanooga, Tenn.
Scott Sash and Door Co., Little Rock, Ark.

WABASH VISTARAMA IS THE REGISTERED TRADE-NAME OF

THE WABASH SCREEN DOOR COMPANY 310 South Michigan Avenue • Chicago 4, Illinois



**Here's why
stocking Insulite
Ceiling Tile
will help build
your sales
and profits**

**New Insulite program sells the contractor...
sells the do-it-yourselfer!**

UP 30% EACH YEAR! That's the story of ceiling tileboard sales! And the dealers who are *stocking and displaying* Insulite tileboard are reaping the benefits—because Insulite complete sales and advertising program is developing the two prime markets for them—contractors and do-it-yourselfers. And it's increasing volume in related items.

INSULITE comprehensive sales help program can help *you* increase your share of this profitable business. BETTER HOMES & GARDENS tells and sells the Insulite story to the

homeowner, the do-it-yourselfer. And **YOU**—the lumber dealer—are featured in every advertisement as the one to see about remodeling. Insulite "Stop that Noise" campaign is a real stopper. The advertisements are in beautiful full color . . . and they're backed by a solid program of follow-up sales aids for you and your remodeling contractors.

Display Insulite Tile now and cash in on the big Insulite selling program. See your Insulite representative or write Insulite, Minneapolis 2, Minnesota for complete details.



The pay-off is in *your* showroom—where the customer comes for help and the materials he needs for remodeling. This display can work for you!



Individualized presentation book helps contractors close remodeling jobs. Packed with helpful photographs taken before and after remodeling.



Insulite builds business and loyalty with your contractor customers through sales contacts and local meetings tailored to your individual needs.

stop that noise!

with INSULITE Ceiling Tile... and the expert help of your lumber dealer

INSULITE TO THE RESCUE! No need to discuss those noisy, old ceiling tiles with Insulite's 1/2" thick tile. Turn noisy into quiet, laughter, even beauty. You'll find two handsome Insulite designs—Classical and Contemporary. Both master examples of...

For greater living, decorate with INSULITE IT'S EASY! IN 2 EASY WEEKENDS AVERAGE COST ABOUT \$10 PER 10'x10' AREA.

For information, your lumber dealer will provide the necessary material. Insulite Ceiling Tile is made in the U.S.A. (see dealer list).

INSULITE

National advertising program in BETTER HOMES & GARDENS pinpoints you—the lumber dealer—as the one to see about remodeling plans.

sells easy...sells fast...stays sold

INSULITE®



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



Complete direct mail program by Insulite is preselling your contractor and builder prospects now... directing the business to you, the lumber dealer.



Stocking and displaying Insulite Ceiling Tile has boosted this dealer's business 50%. The Insulite advertising and selling program can do the same for you!



IT'S A NEW INSIGNIA for Georgia-Pacific-Corp., forest products company, held by William H. Hunt (left), vice-president of plywood and specialty sales. President Robert B. Pamplin holds the myriad designs investigated before new trademark was selected. Modified triangle bearing the modern letters "G-P" replaces the log-end and crowns with stencil lettering. New symbol will be used on all packaging, plants and warehouses, stationery, displays, and films.



WHOPPING "POSTCARD" — Charles Silvers, president, Adams Engineering Co., Inc., Miami, displays what is probably the largest "postcard" ever sent through building channels. Perrine Industries of Hialeah, Fla., jalousie door rim producer and jalousie glass processor, picked this novel way to introduce its new Fiberglass entrance door to distributors. The door line includes a range of insert designs permanently molded between fiberglass panels, either 12" x 48" or 11 3/4" x 11 3/4".



ALUMINUM EXTERIOR HOME — Utilizing more than 5,000 pounds of aluminum, this Chateau model home is one from the new Viking line of the National Homes Corporation. The dwelling is sheathed with Alcoa aluminum roofing and siding. The roof is finished in a dark blue baked enamel; the sidewalls are light gray. The aluminum exterior homes are promoted as providing years of maintenance-free service.

CONVENTION CALENDAR

SEPTEMBER 13-16: **International Concatenated Order of Hoo-Hoo**, Hotel Duluth, Duluth, Minn.

OCTOBER 17-18: **Oklahoma Lumbermen's Assn.**, Municipal Auditorium, Oklahoma City. Exhibits.

NOVEMBER 14-17: **National Retail Lumber Dealers Assn.**, Cleveland, Ohio. Exhibits.

NOVEMBER 16 - 18: **National Building Material Distributors Assn.**, Edgewater Beach Hotel, Chicago, Ill.

NOVEMBER 16-18: **Southern Sash & Door Jobbers Assn.**, Shamrock Hotel, Houston, Texas.

JANUARY 18-20: **Kentucky Retail Lumber Dealers Assn.**, Kentucky Hotel, Louisville. Exhibits.

JANUARY 24-27: **Southwestern Lumbermen's Assn.**, Municipal Auditorium, Kansas City, Mo. Exhibits.

FEBRUARY 3-5: **Middle Atlantic Lumbermen's Assn.**, Chalfonte-Haddon Hotel, Atlantic City, N. J. Exhibits.

FEBRUARY 17-19: **Virginia Building Material Assn.**, Hotel Chamberlin, Fort Monroe. Exhibits.

MARCH 8-10: **Carolina Lumber and Building Supply Assn.**, Municipal Auditorium, Asheville, N. C. Exhibits.

MARCH 22-24: **Louisiana Building Material Dealers Assn.**, Jung Hotel, New Orleans. Exhibits.

Two Southern Territories Are Established by Crane

Crane Co.'s move toward distribution through independent wholesalers gathered speed recently with creation of five territorial zones, two of which are in the South.

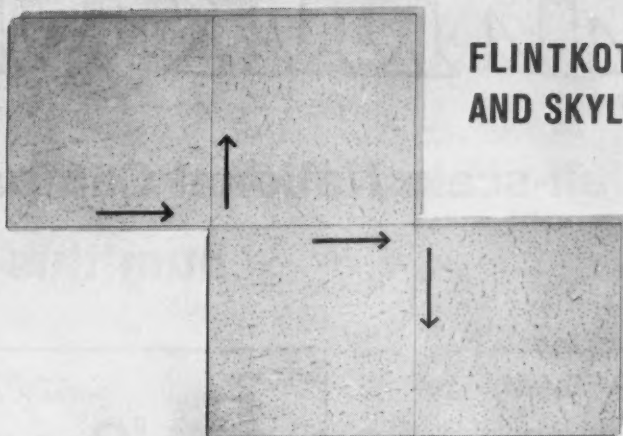
According to R. W. Lindsay, recently-appointed general manager of wholesaler sales, zone offices are being organized at New York City, Atlanta, Chicago, Dallas, and Los Angeles.

Heading up the Southern zones are M. F. Du Chateau of Atlanta and R. G. Hunter of Dallas.

Crane in the past distributed mainly through company-owned branches.

(More INDUSTRY NEWS on page 54)

ANNOUNCING

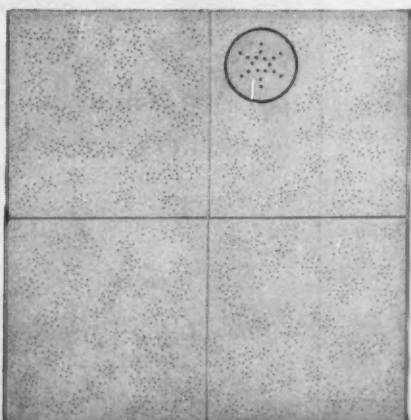


FLINTKOTE'S NEW CREVATEX AND SKYLINE[‡] ACOUSTICAL TILE...

with exclusive new installation and decoration features that are made to order for your contractor and "do-it-yourself" customers!

EXCLUSIVE "TWIN-TILE" FEATURE IN CREVATEX TILE—Tile comes with two design directions in a single unit—each non-repetitive for superb high style. "Twin-Tile" feature cuts installation time in half because you install two pieces of tile at once!

For complete information and samples, call your Flintkote supplier or write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.



EXCLUSIVE "FOUR-PATTERN" FEATURE IN SKYLINE TILE. Tile comes in four beautiful star-design perforation patterns. 1200 to 1500 perforations per tile in star clusters eliminate mechanical look, improve styling.

For complete information and samples, call your Flintkote supplier or write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.

[‡]A trademark of The Flintkote Company



Calling all dealers to the great Johns-Manville

FALL FIX-UP

—a full-scale National Campaign
hum this Fall

Cash in now on this exciting SALES-MAKING PROGRAM

THIS DRAMATIC PROGRAM urges every homeowner to protect and increase the market value of his home, as a safe hedge against possible inflation.

It is a hard-hitting campaign designed to channel a larger share of the homeowners' dollars into building materials for modern home improvements.

The Johns-Manville Fall Fix-up Festival will be launched with a personal message by Mr. A. R. Fisher, Chairman and President of Johns-Manville, entitled "Your Number One investment opportunity today is *your own home*." The message will appear in *Life*, September 7.

This initial advertisement will be followed by a 2-page, full-color ad (illustrated at right) in *Life*, September 21. And, throughout the Fall, powerful full-page J-M building products ads will appear in *Life* and *Better Homes and Gardens*.

GET FREE Promotion Kit

It contains sales builders such as: colorful store pennants . . . window or wall poster . . . special mats and mastheads for local newspaper ads . . . 4-color magazine ad reprints . . . publicity release . . . reprint of public interest message by Mr. A. R. Fisher.

ACT NOW!

Cash in on the extra sales and profits generated by this greatest home improvement promotion in years. Call your Johns-Manville representative today. Or write for free promotion kit to: Johns-Manville, Box 111, New York 16, N.Y.

JOHNS-MANVILLE



VISIT JOHNS-MANVILLE EXHIBIT.
BOOTH No. 602



Ads like this in
LIFE
help you get
more business
from the homeowner

Nation's No. 1 Homemaker, Mrs. Margaret
THE NEW MRS. AMERICA

"See what y
Calling all home

New ceiling that can
never crack...easy as this!

from Johns-Manville...
100,000 noise traps!

AS LITTLE AS
\$20 FOR AN
AVERAGE CEILING

Send 25¢ for 4 Booklets that can save you time and money! "How to design and install a beautiful floor" — "How to build an acoustical ceiling" — "Johns-Manville Fiber Glass Insulation" — "Johns-Manville Colorform Sidelwall for New Homes and Renovating Old Homes."

All 4 booklets for only 25¢. Address: Johns-Manville, Dept. L-9, Box 60, New York 16, N.Y. In Canada, Port Credit, Ontario.

Name _____
Street _____
City _____ County _____ State _____

FESTIVAL



to make your business
and Winter

can have... in just a few easy hours!"
ers* to your **Johns-Manville** dealer's great **FALL FIX-UP FESTIVAL**

own in a day—
e on it tonight!



the gleaming beauty of gold—
ew Johns-Manville floor tile!

old, drab floors with hand-
Metallic floor tile by Johns-
II Terraflex® floor tile, it's
beston, specially processed to
beauty for years and years—
ing! See the greatest "floor
if your Johns-Manville dealer's. Smurtest new colors
over tile today; create your own design—have fun.

AS LITTLE AS
\$37.50 FOR AN
AVERAGE FLOOR

Wake up snug tomorrow—
save up to 30% on fuel!



Now one man insulates whole attic in hours
with new, lightweight Johns-Manville Fiber Glass

Save up to 30¢ on every fast dollar every winter
—with miraculous Johns-Manville Fiber Glass
Insulation. Save on air-conditioning costs, too
and stay cooler in summer! Aluminum facing
reflects radiant heat. Fiber glass is easy and
clean to handle. Costs no more than ordinary
insulation. See your Johns-Manville dealer. You can probably carry
enough in the back of your car to do your whole attic.

AS LITTLE AS
\$125 FOR A
AVERAGE ATTIC

Nail up new beauty today—
cut upkeep cost forever!



New Colorbeston Sidewalls by Johns-Manville
never need paint to preserve them.

Sidewalls need fixing up? Cover them with life-
time Colorbeston® Shingles. Made of asbestos,
they're rotproof, fireproof, termite-proof...
can't ever warp, peel, or split... last like stone.
Your choice of handsome, built-in colors. Add
a lot of new value to your home for relatively
little cost. For a free estimate, see your J-M Building Materials
Dealer or call your J-M Certified Home Improvement Contractor.

AS LITTLE AS
\$94 PER MONTH
FOR AVERAGE
HOUSE

a cinch...

your J-M dealer, now! Get expert advice... "how-to"
... world's easiest to use, home-improvement products!
Protect your number one growth investment
... your own home



JOHNS-MANVILLE

BETTER PRODUCTS FOR HOMES, FARMS, FACTORIES AND CITIES FOR OVER ONE HUNDRED YEARS

*REG. U.S. PAT. OFF. BY MCG. ABERNETHY INC.

**Contact Your Nearest
Dierks Representative:**

ARKANSAS

EL DORADO
Gordon Couch
2207 Helena

FT. SMITH
Bill Chisholm
P.O. Box 744

LITTLE ROCK
Ray Glover
P.O. Box 2098
Guy F. Landes
P.O. Box 2098

GEORGIA

ATLANTA
D. C. Schaefer
P. O. Box 6267
667 Greenwood Ave. N.E.

KENTUCKY

OWENSBORO
Russell McAllister
P.O. Box 391

LOUISIANA

ALEXANDRIA
Lloyd Click
#6 Caroline Drive

NEW ORLEANS
Dayne Smelser
242 Little Farms Avenue

SHREVEPORT
Buddy Neal
P.O. Box 631
413 Louisiana Bank Bldg.

MISSISSIPPI

CRYSTAL SPRINGS
C. E. Klumb Lumber Co.
P.O. Box 391

MISSOURI

KANSAS CITY
Luck L. Cox
1006 Grand Ave.

LIBERTY

W. M. Hall
481 E. Kansas St.

SPRINGFIELD

Jack C. Carter
National Station
P.O. Box 2047

NORTH CAROLINA

CHARLOTTE
Fred Carder, Jr.
3139 Willow Oak Road

OKLAHOMA

ADA
F. W. Nims, Jr.
P.O. Box 823

LAWTON

John G. Burnett
1622 No. 24th St.

OKLAHOMA CITY

F. K. Duncan
P.O. Box 2672
2201 Classen Blvd.

TULSA

W. B. Campbell
P. O. Box 253

TENNESSEE

MEMPHIS
Duke Forest Products, Inc.
P.O. Box 6251
213 Plaza Building
3387 Poplar

TEXAS

ABILENE
J. Hunter Lamb
Wooten Hotel

AMARILLO

R. H. Kelly
P. O. Box 214

CORPUS CHRISTI

Joe T. Holland
P.O. Box 1956
101 W. W. Jones Bldg.

DALLAS

Clay Burnett
Burnett Forest Prod. Sales
Co.
Meadows Bldg.

HOUSTON

D. J. Saunders
P. O. Box 1654

SAN ANTONIO

J. P. Hart
P.O. Box 2165
Gibbs Building

TYLER

Morris C. Wells
P.O. Box 461
105 E. Hillsboro

WICHITA FALLS

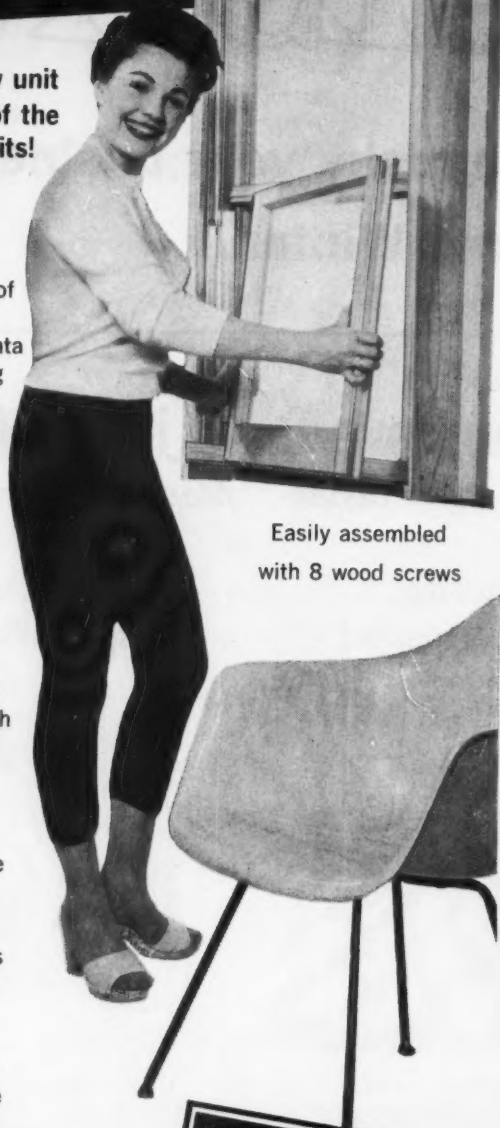
Clarence L. Moore
P.O. Box 982

DIERKS SNAP-TITE

the improved removable WOOD window unit

**Here's the removable window unit
with all the quality features of the
best double hung window units!
Check these advantages:**

- Kiln-dried, penta-treated wood — Frame is made of Arkansas Pine from Dierks vast tree farms; sash of Western Pine. All wood parts are steam kiln-dried, treated with a penta and water-repellent wood-preserving chemical which acts as a partial primer.
- New improved hardware makes window removal and replacement easier than ever. Patented spring balance gives noiseless finger-touch operation.
- Complete weatherstripping—Cross metal weatherstrip in service position at top rail, check and bottom rail. Side jamb weatherstrip is full width one-piece aluminum with four points of contact with sash. Balances attached.
- Bedded and glazed sash — SSB glass and the finest glazing and bedding compounds are used to give the sash a glaze that retains its resilience, does not become brittle.
- Easy assembly — frame assembly is quick and easy and Dierks Pine has excellent nail-and screw-holding qualities. Only 8 wood screws are needed; these are furnished. Jambes are pre-drilled; frames are adjustable to wall thickness. Triple and triple-picture sills are pre-drilled at mullion centers.
- Smart modern styling blends with any decor — can be easily refinished or repainted to complement change in color scheme.



Easily assembled
with 8 wood screws

INVESTIGATE DIERKS SNAP-TITE
WINDOW UNITS
TODAY!
CALL YOUR DIERKS
REPRESENTATIVE!

Dierks Forests, Inc.

810 Whittington Ave.

Phone NATIONAL 3-7766

Hot Springs, Arkansas



Administration building of R. L. Sweet Lumber Co. in Kansas City, Kan., opens to display and sales area, in addition to offices. Company operates another yard on city's Missouri side, where large volume of drop-in trade is reflected in Saturday morning sales.

**SOUTHERN
BUILDING
SUPPLIES**

September, 1959

Kansas City Dealer Succeeds With Matchless 'Firsts'

Lyrics for the well-known song from "Oklahoma," "Everything's Up-to-Date in Kansas City," were not written especially for the R. L. Sweet Lumber Co., of Kansas City, Kan. But they well might have been.

These are some of the recent accomplishments of R. L. Sweet Lumber:

1. First dealer in town to guarantee bright, shiny, dry millwork to customers by using enclosed vans for delivery;

2. First local dealer to design a rafter machine for precision production; and

3. First among Kansas City lumber dealers to install a door unit machine.

Through the years, since the company was founded in 1935 by the late Robert L. Sweet, many "firsts" have been credited to the company and its former president. Sweet, who was recognized nationally throughout the lumber industry as a leader, believed in planning ahead and setting his sights to accomplish the goals.

"He was always ten miles down

By Dan B. McCarthy

the road, way out front and ahead of the rest of us," commented Production Manager Francis D. Hatcher, who has been with the company 20 years.

"He never asked one of his employees to do anything he wasn't willing to do himself; nothing was too big or too small," said Mary R. Reidy, his secretary for fifteen years.

In talking to members of Sweet Lumber, one immediately senses devotion and loyalty to a founder who obviously was, and continues to be, an inspiration to the organization.

Wife Succeeds Husband

Mrs. Robert L. Sweet, who assumed the presidency after her husband's death, plans to carry out policies and programs outlined by him for the future. This *esprit de corps* seems destined to carry the R. L. Sweet Lumber Co. on to many more "firsts" in the industry.

How does a lumber dealer solve

the problem of assuring delivery of bright, dry millwork at all times? The answer was simple to Sweet Lumber. Designed by Robert L. Sweet, two vans — 18' long, 12' high, and 8½' wide — were custom-built and added to the fleet. Interiors are sectioned so that millwork may be stacked upright for compact carrying. Doors, windows, frames, jambs, moldings, and kitchen cabinets are the bulk of items transported.

The first van was added in January, 1958, and the second, this year. Since then, the idea has been duplicated by another firm in the Kansas City area; thus, with a following, there is proof enough that the idea is sound.

While the uniquely - designed vans cost a little more initially than conventional open-bed trucks, there are no extra maintenance factors. The company feels that the slightly higher cost is well worth the satisfaction expressed by contractors and home-owners when their millwork is delivered clean and dry — on rainy days, as well as sunny.



Two vans — 18' long, 12' high, and 8½' wide — were custom-built to assure delivery of bright, dry millwork, even in wettest weather. While uniquely designed vans cost little more initially than conventional trucks, there are no extra maintenance factors. Company is convinced that cost difference pays off in customer satisfaction.



Truck interiors are sectionalized, with millwork stacked upright for compact carrying. Special compartment construction holds materials securely.

When the problem of dry millwork delivery was solved, the management personnel concentrated on methods to increase output of finished doors.

Turn-A-Bore Installed

This represented a large investment, but the suggestion was given the green light, and in March, an \$8,000 Turn-A-Bore was installed in the millwork production department.

Results? Sweet Lumber has doubled its daily output of finished doors and tooled up for increasing production even more so as volume demands. The automatic production of finished doors, as opposed to past manual door-finish-

ing methods, is getting the work done in half the time. This means money saved in any business, of course; although, exact figures are not available.

Normally, one operator and a helper run the machine. But in an eight-hour shift, three to four persons may be assigned to production at peak periods when volume needs to be stepped up for orders. "We feel that the Turn-A-Bore provides more precision finishes to the doors besides doubling the output," said Donald E. Walker, foreman.

Rafter Machine

Another major improvement in production facilities is a rafter machine, designed by the company,

and custom built for Sweet Lumber. An innovation in itself, the rafter machine is virtually 100 per cent safe, speeding up production several times over, and eliminating variance factor down to an immeasurable tolerance.

The company's 8½-acre site, at 4500 Roe Blvd., covers a modern expansive operation. Quick action on filling orders in the yard is supplemented by a public address system, controlled from the yard office and the administration office in the main building.

Searching for other means to save time and money while providing more efficient service to its customers, Sweet hit upon the idea of having night crews load trucks for ready deliveries first thing the following morning. Night shift of one foreman and two assistants has been used for two years, proving to be an asset to over-all operation.

"Now, when we tell a contractor his load of dimension will be on the job by 8 o'clock the next morning, we know it will be there," said James R. Graham, sales manager, Builders' Division, "and our salesmen all have confidence in the night crew program."

Night Crew Loads Trucks

The sole work of the night crew is to load trucks, which are then ready to leave the yard at 7:30 each morning when the drivers report for work. Five nights a week, Monday through Friday, the crew works from 4:30 to 11:00 P. M. Trucks begin arriving back at the yard, at the end of the delivery schedule for the day, around 4:00 P. M. The night crew has its loading orders and is ready to start on the first trucks available.



In March, an \$8,000 Turn-A-Bore machine was installed in company's millwork production department to increase output of finished doors. Since installation, Sweet Lumber has doubled its daily output, even now preparing to increase production as volume demands.



Sweet Lumber's prefabrication division, expanded into pre-cut homes field, offers 12 basic designs with more than 100 variations. Duplicate plans for the basic models are produced on this machine, a sizable investment which has paid for itself many times.



Major factor in company's volume is its production of prefabricated homes, manufactured by its Standard Homes Division. The Skyliner, a split-level three-bedroom home is open to the public on the company's 8½-acre premises.

According to Victor L. Ford, shipping clerk, Sweet Lumber finds the night crew has no interruptions such as are part of the busy day-time period in the yard. Though all trucks leave at the same time in the morning, they return to the yard at staggered intervals, depending upon the distance their deliveries cover, enabling the day crew to keep trucks moving to jobs.

This system eliminates the necessity of drivers standing around during the day, waiting for trucks to be loaded. With a fleet of 32 delivery trucks, this is a most important element in cost-saving.

Cost of maintaining huge flood lights in the yard is negligible, compared to the time saved by having trucks ready for the road early each morning. Another facet of savings lies in the fact the night crew can act as night watchmen.

In Sweet Lumber's operation, there are approximately 35 men assigned to the manufacturing plant, handling pre-cut homes and manufacturing millwork. Forty are in the yards, unloading box cars, operating lifts, and running straddle trucks, while 32 drivers are on routes. Although deliveries are made out-state in Kansas and Missouri, the bulk of the day's distribution is within a 25-mile radius of the main yard.

Dividing the Greater Kansas City metropolitan area into zones has been a time- and money-saver to the shipping department. Each driver is assigned a numbered box where his deliveries for the day are inserted through a slot. Each delivery ticket has a zone number, and a master file is kept during the day so that the shipping clerks

at all times know in which zone each driver is operating.

Open for Retail Trade

The yard on Roe Blvd. is a wholesale type operation, set up primarily to fill the needs of bigger builders and industries. There is, however, a section in the main building open daily for retail drop-in trade. On Saturday, a brisk business flourishes from 8:00 A. M. until noon.

Across the state line in Missouri, Sweet Lumber operates another yard. In this area of 50,000 square feet, close to the popular Country Club Plaza district of Kansas City, there is a larger volume of drop-in trade, a factor reflected in larger

Saturday morning sales over the counter.

A major factor in the Sweet Lumber volume is the production of prefabricated homes, manufactured by the company's Standard Homes Division, under the direction of Eugene D. Smith, manager.

From a limited beginning in 1952, when only wall sections and roof trusses were produced, Sweet Lumber's prefabrication division has expanded into the pre-cut homes field, now offering 12 basic designs with more than 100 variations.

"Our Standard Homes Division showed a substantial gain in 1958 over 1957's volume," said Smith. (Continued on page 109)



Planning Center display area in front office is utilized as showroom for samples of company's products. Although yard is primarily wholesale operation, this section is open daily for retail drop-in trade.



'Golden Rule' Trebles Monthly D-I-Y Profits



Here, Manager Mannarino planes some teakwood which his customer had brought from Africa and wanted to make into a table. Mannarino believes that assistance rendered his customers by his firm builds future sales for the company.

By FRANK MANNARINO
Manager, General Millwork, Inc.
Kensington, Md.

General Millwork, Inc., of Kensington, Md., has trebled its monthly profits on do-it-yourself cash sales in the past year. Manager Frank Mannarino attributes the large increase in his small business to application of the "Golden Rule" in helping customers with their home-improvement projects. At left, he saws a piece of wood to size for an anxious customer.

It has become practically a personal hobby with me to give my community and neighbors the assistance and instruction they need in carrying out their personal woodworking projects.

A couple of years ago, we were doing about \$1,000 a month in retail cash sales to do-it-yourselfers, making cabinets, boats, gun racks, recreation rooms, workshops, and other home improvement, repair, and construction jobs.

Today we do better than \$3,000 a month. Most any Saturday or Sunday we see no less than 200 people, each with a problem of his own trying some wood job for the first time.

We are not a big operation. But word about our willingness to take time and patience to instruct our neighbors on how to build a carport or stairway or how to hang a window or door has spread beyond our local trading area. Our home-owners report that occasionally a building materials dealer in another neighborhood will say on some personal project: "Take it to Frank."

Cabinetmaking Background

Having grown up with cabinet-making — supplemented with attendance at an architectural school — I have spent a great many years in the business. Moreover, I enjoy people and the personal relationship with them that my assistance brings.

When I keep my yard, shop, and office open seven days a week, until 8:00 p.m. weekdays, and 6:00 p.m. Saturdays and Sundays, I've got their interests in mind.

Size of sale does not matter. This morning, for example, a homeowner wanted to learn how to frame in a door with a 3" opening. We showed him how to put in door jambs, and since there was a 2" opening, the door had to be shimmed so that the frame would fit.

(Continued on page 103)

By S. W. Ellis



Built like a home, show room of Gunter Retail Lumber Co., Hope, Ark., invites women to enter. Previously, few women came into store; but since new display floor was built, more women customers than men drop in.

Paint and Wallpaper Displays —

Add \$20,000 to Annual Sales

Emphasizing attractive walls and woodwork for the home has added \$20,000 to annual sales volume for Gunter Retail Lumber Co. of Hope, Ark.

Planned promotions for these two profitable lines began with radio advertising, thence including a new display floor built around wall supplies.

Salesman W. A. Mudgett, who devotes much of his time to selling paints and wallpaper, stated: "W. H. Gunter Sr. planned a display floor for paints and wallpaper when he built this new store. On one side — from the front door almost to the end of the floor area of 3,000 square feet — we feature paints and accessories. The idea was to impress customers with our large, complete stocks of three well-known paint lines."

On the other side of the store many of the 90 wallpaper patterns in stock are displayed, plus the sample books which most women like to consult before making their decision about wallpaper.

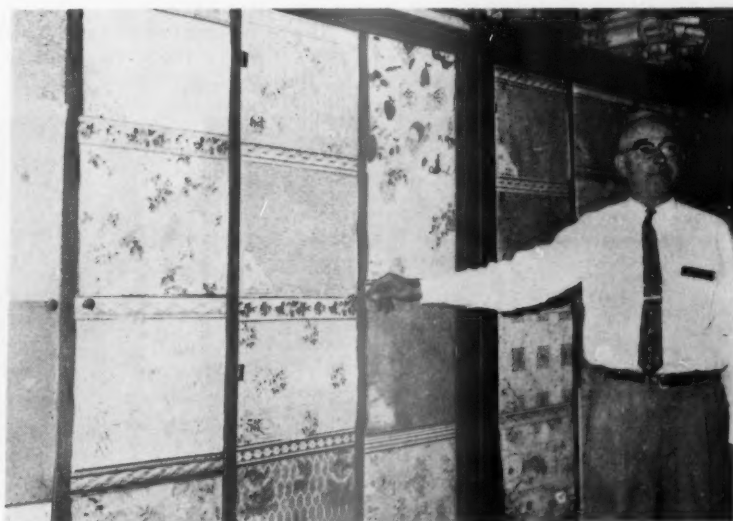
It is a complete building supplies store, offering everything that goes into home construction. The display floor around beautiful walls was planned for the steady repeat business derived from wallpaper and paints. Throughout pro-

motions, the company sells wall beauty for both old and new homes, for modest farm homes, and for expensive city homes.

Walls of the store are of yellow pine paneling, in natural finish on three sides and painted on one side. In the Arkansas area there

is a popular trend towards paneled walls in new homes. Many sales are made when the prospect can see actual paneling in use, finished in several different ways.

For older homes and farm homes, the preference is for wallpaper. Forceful promotion conducted con-



Salesman W. A. Mudgett points out some of the 90 wallpaper patterns in stock. People are often attracted to store by low prices offered on discontinued patterns. Seeing new pattern samples and impressive sample book display, they frequently buy more expensive patterns.



One wall — from front door almost to end of floor area of 3,000 sq. ft. — is lined with paints and accessories. Idea of display was to impress customers with large, complete stock of three well-known paint lines.

tinuously has influenced people to redecorate at least every three or four years. Redecorating calls for paint as well as wallpaper. It also includes accessories, such as paint brushes, paint cleaners, sandpaper, caulking compounds, and waxes, all promoted on the attractive Gunter sales floor.

Variety of Wallpaper Patterns

The secret of successful wallpaper sales, Mudgett points out, is a variety of new patterns in stock, with occasional promotion of discontinued patterns. People are often attracted to the store by cut prices offered on discontinued patterns. When they come in and see the samples of new patterns and the impressive display of sample books, they often buy more expen-

sive patterns, however.

On the wall display Mudgett always shows some patterns at a cut price, prominently displayed. Women like to look at these, but are easily influenced to buy more expensive patterns.

Mudgett says that one salesman should be thoroughly acquainted with wallpaper and paints if these lines are promoted. He then waits on customers interested in redecorating, aids them in determining how much wallpaper and paint is needed, and also recommends a skilled interior decorator.

Four interior decorators work out of the store. They are skilled craftsmen who have developed into excellent salesmen.

Gunter values painters and wallpaper hangers who work with him.

Twice a year he gives a luncheon for the men who help him promote beautiful walls. One is for interior decorators, the other, for carpenters. Supper, consisting of a picnic lunch and cold drinks, is served in the store on the sales floor. Much general discussion is held on ways to promote interest in interior decorating.

Radio Advertising

Radio advertising is the favorite medium of the company. Every morning, Monday through Friday, Radio Station KXAR carries two or three Gunter announcements on the newscast. These announcements are heard between 7 and 7:30 a.m., the hour when most people of the area are having breakfast. Direct results are proved by the number of regular customers who have been developed within a radius of fifty miles.

Radio advertising has been used for four years. Backed with seasonal newspaper advertising, it keeps people interested in redecorating their homes every three or four years. At a monthly cost of \$80.00, it does much to maintain and increase yearly volume of \$20,000 in paints and wallpaper. It tells listeners about beauty and permanence of pine paneling for construction or remodeling.

The story of pine paneling volume is a separate one for this dealer, who is now convinced that promotion pays. In its own right, it adds another sizable amount to yearly volume. It is specified for many of the homes that the owner and his two sons build on a speculative basis, as well as for customers. Pine paneling is a part of the (Continued on page 110)



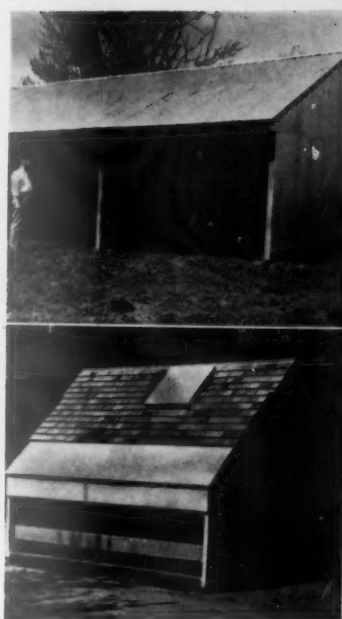
Regarded as part of beautiful walls promotion, picture framing display adjoins wallpaper. Work is done in back room, with frames up to 8' long made in variety of styles. This service is profitable, and helps to build floor traffic.



Yellow pine paneling in various finishes covers walls of display floor, built to show paints and wallpaper effectively. Adding sizable amount to yearly volume, pine paneling is part of beautiful walls program sponsored continuously by store.



A farmer confers with Ray Ferguson, outside salesman, about a new building. Ferguson has plans and pictures, and can make special plans when necessary. Specializing in farm structures, he helps select site, approves all preliminary plans, writes out order, and supervises building erection. Dimensions on most type materials may be cut in company shop.



Farmers who buy completed building like idea of a company inspection afterward. At top, Manager Carl Drake checks a finished job. Walk-in hog feeder, above, is made in shop.

Profits multiply when you Sell Prefabs to Farmers

A farmer's barn, 20 miles from Maryville, Mo., burned down one Friday. A salesman from Maryville Lumber Co. was on the site Tuesday. On Wednesday, material for a new barn was delivered, and by Friday night the barn was completed.

That is just one example of fast field service performed by the Maryville Lumber Co., managed by Carl C. Drake.

A new field service and sales department, opened about a year ago, has increased farm business 45 per cent, according to Drake. One man spends four days a week in the field, selling barns and buildings, plus checking erection and finished jobs.

This department was an outgrowth of a yard fabrication department which built wood trusses, used mainly in pole barns, on production line basis.

It has been developed to a point

By L. H. Houck

where dimensions on many type farm buildings can be cut in the shop. At first, these pre-cut materials were sold to farmers who completed erection. While that is still done, Maryville Lumber erects so much faster with its own crews that busy farmers can better afford to buy the complete package.

The present system has afforded 100 per cent customer satisfaction, relieving the buyer of details.

Field Man

Ray Ferguson, the field man, is uniquely prepared for the job, due to experience in lumber business and selling to farm trade. He spends four days each week in the field and two days, Monday and Saturday, in the store, working with customers who want estimates and ideas.

Paid on commission basis, he only handles sales outside the city. Regular sales force serves the city.

Ferguson specializes in farm buildings. He goes to the farm, helps select the site with an eye toward ultimate use and drainage, approves all preliminary plans, writes out orders, and supervises erection. When the job is completed, he sees that the buyer is fully satisfied, both checking the building for quality materials and construction.

Typical Structure

Typical structure is a pole barn, 28' x 40', using 25 pre-cut roof trusses, asphalt shingle roof, 10 to 14 pressure-treated poles, and three sides finished with car siding. It contains about \$1,100 worth of material and \$450 labor. Erection crews usually consist of two men. Generally, the structure can be
(Continued on page 105)

By George W. Phinney

Little more than a year ago, when business started falling off alarmingly at Chaffin Bros. Lumber Co., Manager V. P. Vannostran worked out a system of crafts coordination, customer consultation, and one-package building plan which has since rejuvenated this Oklahoma City firm.

At right, with coffee cups at convenient distance, Manager Vannostran, President W. M. King, and Secretary-Treasurer Jobyna Shreve scale a plan for future blueprinting.



... a man

Customer Consultation

A system of crafts coordination and customer consultation, plus a one-package building plan, has rejuvenated the pioneer Oklahoma City lumber firm of Chaffin Bros. Lumber Co., regained nearly all its previously lost customers, and increased over-all business by 50 per cent in a matter of months.

A little more than a year ago business started falling off alarmingly at the Chaffin Bros. firm. When old-time customers started going elsewhere to do their buying, to have building estimates figured, and to buy do-it-yourself materials, newly-appointed Manager V. P. Vannostran decided it was time to do something, and fast.

"With the backing and complete support of President W. M. King and other officials of the company," Vannostran said, "I worked out a system of crafts coordination, customer consultation, and evolved a one-package building plan which is becoming the most popular deal in this part of the country."

Cooperative Architects

When a prospective customer inquires about plans, price, and cost of materials, one of two architects at Chaffin Bros. Lumber Co. gladly will rough out a sketch of whatever floor plan the customer has in mind. If he has no definite plan, the architect will show any

Means Good Business

number of plans already on hand, and make whatever changes necessary to meet customer needs and wishes.

"You'd be surprised," commented firm architect Richard Mackey, "how few people know exactly what they want in a home when they come to us. Maybe they have already been a half-dozen places looking at plans, blueprints, and sketches. A lot are confused and have only a vague idea of what they really want."

"We take plenty of time with them," added Richard's brother, John, who was a building contractor before joining the Chaffin Brothers firm. "We show them pictures of completed houses first; then we go over the floor plan carefully, pointing out features that we think would be of particular interest. When the customer finds something he likes, in his desired price-range, we make a pencil sketch of the plan, draw it to scale, send it over to Manager Vannostran or Assistant Manager Doug Anthony, and they figure the actual cost of materials."

Then, the customer can either select his own building contractors, or Vannostran will recommend one

whose work Chaffin Bros. will guarantee.

Bottlenecks Eliminated

If a customer inquires about plumbing, wiring, landscaping, or anything else requiring special craftsmanship, that also can be furnished from a company-recommended list.

"And we guarantee," Vannostran maintained, "there will be no bottleneck in the construction schedule. We work closely with the contractor, whether he is one we have recommended or not, keeping needed supplies and lumber on hand. We schedule electricians and plumbers to do their installation at the time best suited to the builder."

Manager Anthony explained how the company accomplishes the coordination of builder, plumber, electrician, and other craftsmen:

"It's not so hard. We have several building projects going on at the same time. We know the progress that is being made on each project. If one builder falls behind, or if another one gains two or three days, we inform whichever craftsman he may be ready for and change scheduling accordingly."

This one-package deal relieves the contractor of figuring schedules, and assures smaller builders who specialize in residential building and remodeling of having the right men at the right place at the right time.

What if the plumbing or electric contractor is busy on another job when he is called to work on a Chaffin project?

Time-Loss Is Nil

"Well," explained Vannostran, "we furnish them a copy of the schedule they have agreed on, showing when they will be needed on a particular job. If one builder is a little behind and another a little ahead, we notify them of the

schedule change. As a result, there is no time lost because of a schedule mixup. The plumber goes right ahead on the days he is due, and the electrician does the same."

At the present time, Chaffin Bros. Lumber has signed contracts for 48 residential buildings. Their yard sheds are full to overflowing. Lumber is stacked in every available place on the yard. Men are busy ten hours each day unloading, stacking, delivering. Four company trucks are on the go every minute.

The traditional slack winter season did not happen at the Chaffin Bros. Lumber yard last year. With spring and favorable construction season at hand, Vannostran anticipated more business than his com-

pany could conveniently handle.

"I don't know where in the world we are going to put the next ten carloads of lumber we have coming in," Anthony said. "We can barely get a truck through the place now. We've got it sold, but several of the contractors aren't ready to start, or haven't completed their present project, so we just have to keep hunting places to stack and pile the stuff as it comes in."

Competition Welcomed

At Chaffin Bros., a prospective customer is encouraged to get competitive bids on a building project, no matter how big or how small. In fact, Chaffin gladly lets customers take roughed-in pencil plans and figures to competitive companies for comparative estimates.

"This," said Vannostran, "proves to the customer that we are not fooling, that we aren't afraid of losing business, and it also reassures him we will stand behind everything we say we will."

Chaffin Bros. Lumber does very little advertising.

"Our business comes from personal contact," said King, "and from satisfied customers who recommend us. Vannostran, Anthony, and the rest of us have a wide acquaintance in the lumber and building field. As a pioneer firm with nearly 40 years operation in Oklahoma City, we have a solid, respectable reputation, with a name for honest and reliable dealings among all building contractors."

(Continued on page 108)



... and his plan

Above, a lady customer points out desired changes in a house plan to Chaffin Bros. architects John and Richard Mackey. After architects draw plan to customer's specifications, Manager Vannostran or Assistant Manager Doug Anthony figures costs of materials and works out coordinated scheduling of various crafts contractors.

Since inauguration of Chaffin Bros.' new customer-consultation and one-stop building plan, the company has realized a booming business. Picture at right shows partial view of huge stacks of lumber that yardmen are unable to fit in bins. This lumber has already been sold, and awaits contractors to begin work.



... get results

Lander Goes Ultra Modern

By C. Thomas

Befitting a golden anniversary, which 1959 marks in its behalf, Lander Lumber Co. of El Paso, Texas, has opened what is probably the most eye-dazzling retail operation in the Southwest — if not in the Western Hemisphere.

And this purports to be the Lander answer to El Paso's burgeoning building spree and a somewhat astonishing do-it-yourself market, which, until recently, the area's venerable firm had begun to see slip away.

To George Staten, the firm's sagacious president, this Chelmont



Celebrating its 50th anniversary, Lander Lumber Co., El Paso, Tex., recently opened this new Chelmont store, a dramatic piece of modern architecture. Laminated solid wood beams, which run across roof and down through patio front, are 7" wide, 26" high, and 55' long.

shopping area store — three miles from downtown and on an arterial highway — represents something just this side of a dream come-true. The firm presently has two additional locations on teeming El Paso outskirts, on which similar operations will be constructed shortly to meet retail building supply needs.

The Chelmont store is a dramatic piece of architecture, designed by Staten's son, George Jr., a registered architect and manager of the new store.

This new store is deceptive, intentionally appearing smaller than it is.

Both Staten and his son have been aware that their original yard lacked attraction for the modern retail customer. The original yard had the outward appearance, like many others of its type, of catering

to quantity buyers — not a place to buy, say, a quart of paint, or to have a piece of lumber cut to size.

Numerous New Faces

One major surprise to George Jr., during the first week, was seeing so many new faces crossing the store's threshold.

Some faces were not so unfamiliar, however. They were faces of personal friends and acquaintances who previously would not impose on a big operation to bother with their small needs.

Surprising to the sales personnel was the fact that 40 per cent of the people who came in during opening week came to buy *then*.

"The percentage of sight-seers," said one salesclerk, "was very small. Those who didn't buy want-
(Continued on page 107)



Store is a semi-self-serve operation, with displays, such as this wood and molding section, attracting small users. Store has a particularly large cash-and-carry volume, but free delivery service is also offered. Black divider wall is composed of cinder extracted from a prehistoric lava bed in nearby New Mexico.



George Staten Jr., a registered architect and designer of the Chelmont store, serves also as its manager. Male personnel wear bright yellow short-sleeve sport shirts.

DIVERSIFICATION:

The Key to Survival

"As a lumber and building material dealer, we find ourselves gradually being forced out of our markets by several factors.

"Builders are bypassing us to buy wholesale. Where we once could count on 40 per cent of our goods being sought for home construction, today — on an \$18,000 house — \$3,000 is about tops for the merchandise we can supply."

So said Owner J. Walker of Walker and Hollowell, Sarasota, Fla. The dealer operates stores in Sarasota and Venice which account for a \$2-million annual gross.

In comparing today's building materials business with yesterday's, Walker notes that, in years past, there was always a good volume of business in framing, walls, flooring, and roofing. Today, however, the lumber dealer gets little, except the forming materials. Often he does not even get the built-up roof, and only the minimum of reinforcing steel.

In framing lumber, he gets the lumber, provided trusses have not been specified, in which case he only gets the sheathing. Then the roofer takes over.

Invading Specialists

"And when we get inside the house," he said, "we're greeted by a host of specialists on cabinets, doors, sliding doors, dry wall, and floorings of terrazzo or linoleum on top of concrete. And these experts buy their supplies direct from the manufacturers."

Walker admitted that the dealer can enter many of these fields by hiring needed crews and required equipment. But, he cautioned, this means sizable investment.

"In our case," he said, "and in self-defense against encroachment of competition, we have embarked on a department store line — pushing a variety of products, most of which are items that competition hasn't stocked as yet."

He feels that with less and less of his stock in demand for building construction, he must diversify his operations to the point where he can offer his customers truly one-stop service. Unless he does so, he thinks, he will be scheduled for an unmarked grave in the



A well-appointed paint department at Walker and Hollowell, Sarasota, Fla., is combined with facilities for examination of wallpaper sample books. If this customer wishes, she can see larger samples from the 50 colors kept in stock. A convenient lounge is provided for the added comfort of the firm's customers.

"Potter's Field" of business failures.

To stay in the business picture, according to Walker, a dealer must analyze his market, determine to whom he wants to sell, and what he is going to bring out on the market. Also, in today's fast-moving merchandising scene, Walker feels that the dealer can better entrench himself and survive cut prices and bulging warehouses by stocking merchandise, undreamed of previously when he supplied the major materials for building construction.

Wallpaper Trial

For example, Walker and Hollowell has become the only dealer in town stocking large quantities of wallpaper. Sales have risen because customers like to see big sheets of the color and patterns they have in mind.

To satisfy the customer, who was

naturally impatient for delivery, the company began to stock paper in depth. They purchased several thousand rolls of the Dwoskin line, felt to be the best-suited to needs of the area, since it was plastic-coated and reputedly washable, lightproof, and fadeproof.

"In our advertising, we place emphasis on paper in the medium-price range," Walker added. "Our stock includes 50 available colors and 32 rolls in every color. The average room takes about ten rolls, because the custom here is to paper only one wall in a room."

Since paint is a natural companion to wallpaper, Walker installed a paint bar adjacent to the wallpaper area, providing plenty of room for the browsing shopper. Away from the showroom's traffic area, this set-up induces customers to remain longer, inspect allied merchandise, and thus be exposed to impulse purchases.



Extra services, like this coffee bar adjacent to the office and opposite the wallpaper-paint area, help to induce customers to stay longer and perhaps make further purchases. The backdrop is of perforated wallboard on which is displayed current promotional items, such as these iron table legs.

In the rural sections of this firm's trading area, women buy as much paint as men, painting their furniture and interior walls and helping do-it-yourself husbands with floors and exterior. Thus, wallpaper and paint constitute a sizable source of revenue for Walker and Hallowell.

Ready-Mix Arrangement

Through an arrangement with a local ready-mix plant, Walker handles concrete products for customers who prefer more flexible credit terms and a single billing for most of their needs.

"While about every local dealer handles Sakrete, we're the only one who advertises it consistently, and we're selling 15 to 30 bags a day. We did not handle this product previously because we had to buy in 25-bag lots," said Walker.

How well it sells now is evident by a spacious warehouse corner loaded with Sakrete bags. Sales are helped along by a standing offer of a free pointing trowel with each purchase.

Patterns and materials for the do-it-yourself trade sell well at Walker and Hallowell. Walker also provides an interior decorating service, observing trend of products he might handle in air conditioning and heating.

Very hesitantly, Walker stocked a few colors in Filon. Proving an instant seller, it is now carried in great depth, with pastels much in demand. Other dealers soon followed suit in handling it.

The company recently announced that it would build and repair screens. It bought screen doors open, gave customers a choice of aluminum screen or grey fiberglass, and offered free loan of a stapling gun.

"We are selling 15 to 20 rolls of screening a day. When the competition began handling it, we got in touch with the factory and had them make us unusual widths like

32", 34", and 42"," Walker commented.

Then Walker and Hallowell took on aqua screening. When everyone began to stock aqua, they got it in odd widths, also.

As a further example of the diversity of stock at this company, traverse rods, iron table legs, and a wide variety of doors and windows find ready acceptance by the customers.

The company quit soliciting complete package remodeling jobs from home-owners after they discovered they were advertising to an empty market. Price-conscious customers were turning the job of remodeling over to carpenters who could offer a lower estimate.

Construction Contemplated

Never content to rock along with what he has, Walker is contemplating entering the construction business. He is presently involved in the preparation and equipping of a kingsize, plainly-designed warehouse where contractors can gather at ease.

Walker has decreased his institutional advertising, while stepping up his hard-hitting, consistent newspaper advertising program to sell an increasing variety of products. There is nothing extraordinary about his survival in a hotbed of competition. He has simply stuck to his policy of taking unusual items and enthusiastically publicizing the fact.



Walker finds a lush field in screen sales because he carries the item in odd widths. Free loan of a stapler also tempts the do-it-yourself trade.

'Bonus Checks' Bring Bonus Sales



These "bonus checks" in the amount of ten cents were issued with every \$5.00 retail purchase, cash or credit. Checks, covered by deposits in the First National Bank of Milton, could then be spent elsewhere for any purpose, just like cash.

By **W. S. ROSASCO III**
Vice-President, Santa Rosa Lumber Co.
Milton, Fla.

A promotional idea we recently cashed in on has proved to be an overwhelming success. Not only did our sales increase from the free "bonus checks," but our cash sales spurted up also, which these days are very scarce.

We feel that the success of the idea was based on the following factors:

First: Our "bonus checks" directed attention to the TV-sponsored program, over which we advertise our complete line of building materials, along with our services and personal attention to customers.

Second: With an extra bonus, sales, which we normally do not receive, were created.

Third: Every person — from cashier to merchant — became familiar with our "bonus checks." Therefore, when a potential customer needed supplies, he bought from us. The result was that everyone handling "bonus checks" became potential customers.

"Bonus checks" were issued in

the amount of ten cents with each \$5.00 retail purchase, cash or credit. The checks could then be spent like cash *anywhere* for *any* purpose — to buy coffee, baby shoes, cigarettes, candy, groceries, gasoline, or pay rental bills.

Cash represented by these checks was deposited in the First National Bank of Milton, with banks in surrounding areas honoring them, too, upon presentation.

We distributed the "bonus" (Continued on page 105)

NOW! FREE BONUS CHECKS

STARTING FRIDAY, JUNE 5th.

Buy Baby's Shoes...Buy Cigarettes, Candy..

Groceries...Gasoline..Pay Your Rent With

W. L. Butler and Santa Rosa Lumber Co.
BONUS CHECKS

Newspaper advertising, as well as television teasers, were used to kick off Santa Rosa Lumber Co.'s bonus checks in Milton, Fla. Distributed during June, July, and August, checks created customer good will and broadened word-of-mouth publicity.

Brothers Sell More Kitchens

with 'hard sell' technique



Paul Molay of Molay Bros. Supply, Birmingham, Ala., checks plans for kitchen installation. Popularity of built-in appliances makes kitchen planning doubly essential to his business.

Selling model kitchens to home building contractors is a specialty with Molay Bros. Supply, Birmingham, Ala. It is operated by three brothers — Paul, John, and Charles — who are apostles of the "hard sell" techniques.

John and Charles spend most of their time calling on the trade, while Paul handles inside business.

The company carries everything required for a well-planned built-in kitchen. This includes nationally-advertised lines, such as Mengel cabinets, Frigidaire appliances and well-known lines of breakfast nooks, ventilating hoods, radio intercoms, built-in char-broilers, and kitchen clocks. A downtown showroom, kept up to the minute in styling and color appeal, is maintained with two complete model kitchens.

Appeal to Contractor

"We direct our selling appeal to the home building contractor, mainly because he is the logical person to correlate all the trades required to install a complete kitchen," explained Paul Molay. "A job of this kind requires the

services of carpenters, electricians, plumbers, painters, and floor men. For this and other reasons, we concentrate on selling merchandise, leaving installation to others.

"And how do we find prospects for our kitchen merchandise? We simply keep up with the folks who are building, watch building permits, and call on contractors and builders. We find that builders of even moderately priced houses want built-in features. In fact, a planned kitchen is perhaps the best selling feature of a house today. It has become a riot of color, with yesterday's all-white kitchen giving way to green, blue, pink, yellow, and brown ones. Electrical appliances can be purchased to match colored cabinets and woodwork, and counter tops may be any one of 11 distinctive colors."

Kitchen Planning Essential

It is necessary to plan a kitchen today because of the popularity

of built-in ovens, char-broilers, dishwashers, garbage disposals, not to mention washers and dryers sometimes placed in the kitchen. This requires a sketch for the workman to follow. In this respect, Molay Bros. works closely with both architect and contractor, giving them dimensions of various cabinets and making layouts for them. Sometimes the architect or contractor will send a housewife to see the firm's kitchen displays. The company keeps various interested persons supplied with literature on merchandise.

In serving the contractor, Molay said that it is important to deliver merchandise when promised. Otherwise, the contractor may have craftsmen to do the job but nothing with which to work. Prompt delivery is one secret of a satisfied contractor-customer. If it is a remodel job, most work begins on Monday, so as to be finished in three or four days, and not have
(Continued on page 104)



This modern kitchen was installed by Molay Bros. The company maintains two complete model kitchens, as downtown showrooms, in the latest styling and color appeal.

Southern Railway's new freight car . . .

A Lumber Shipper's 'Dreamboat'

An "easy - load, easy - unload" freight car of new design for shipment of lumber has been developed by Southern Railway's operating department.

Direct side loading or unloading, with fork-lift trucks, of lumber ranging up to 40' in length has been provided for in this car whose sides are also its doors. To facilitate loading and unloading of such boards, provision has been made so that car's aluminum center post on either side can be swung out of the way, and metal side stakes can be lowered into car floor.

There are two doors on each side of the car, each door half the length of the car and providing an opening of 20'10" without removal of center post.

Doors Hinged Together

These doors are made of sections hinged together to facilitate their raising into storage position under car roof while loading or unloading goes on. They are fitted with counterbalance springs to assist in their raising and to hold them in raised position. There is complete flexibility in loading or unloading without extra switching, because either side of the car can be opened completely.

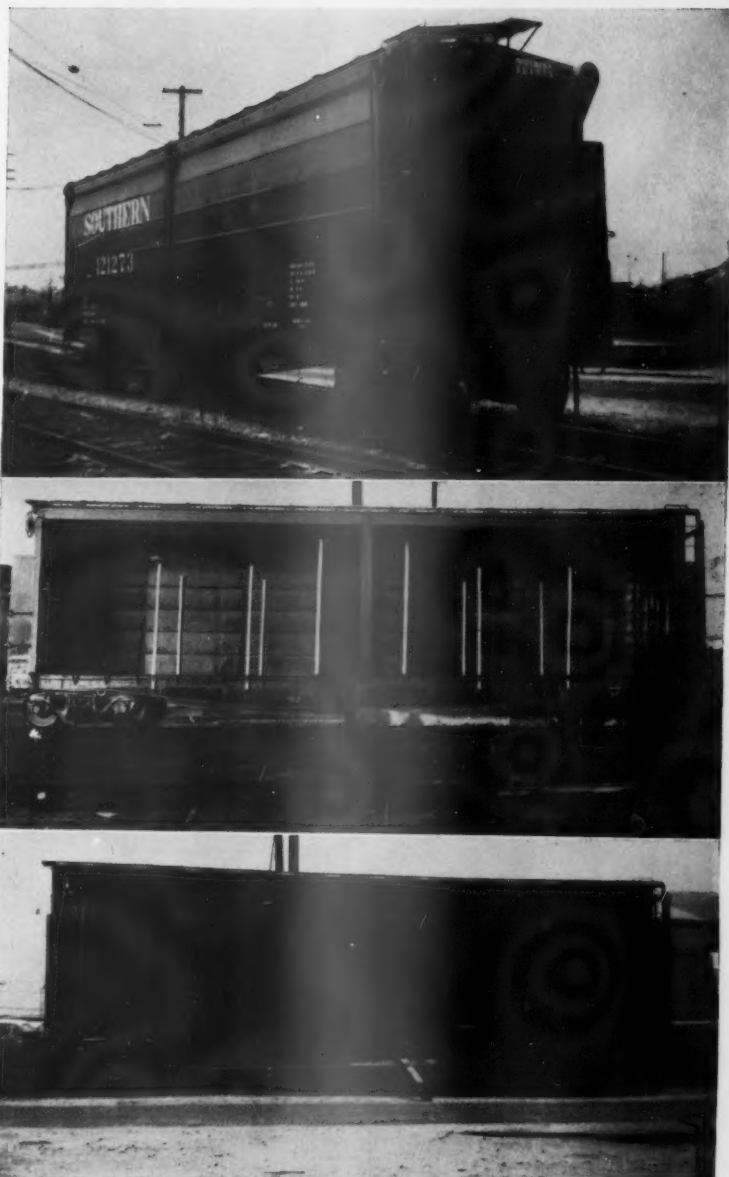
Each of four doors is fitted with a lock that includes provision for the application of a car seal.

Loads are contained within cars and prevented from shifting laterally against doors by two aluminum side stakes at each doorway. Longitudinal movement is controlled by two movable bulkheads.

Aluminum Bulkheads

Bulkheads are made of aluminum, and are rolled into position on overhead trolleys. Tooth-rack type locks are built into trolley beam and into floor to give firm anchorage for bulkheads. Bulkheads can be locked in any location, with spread between them varying from practically 0" (when they are together mid-length of the car) to 40' when farthest apart.

(Continued on page 104)



To simplify shipment of lumber, this "easy-load, easy-unload" freight car has been developed by Southern Railway's operating department. In top photo, loaded car rolls into lumber yard. Lumber inside has been fully protected from elements during shipment because of car's sturdy sectional doors, which, when unlocked, may be raised to position under car roof during loading and unloading. Middle photo shows same car, now half unloaded, with side stakes and center post in place. Above, car has been fully unloaded by fork-lift truck, in swift, gentle operation. Note that side stakes are dropped into slots on car floor, and doorway center post is lowered to permit full-length loading or unloading of lumber up to 40-feet long. Longitudinal movement is controlled by two movable bulkheads.

35,000 Square-Foot 'Showcase'



The design of United States Plywood Corp.'s newly - expanded Miami, Fla., branch follows an established policy of maximum customer service in planning its distribution centers.

Every inch of this 35,000 square-foot warehouse is being utilized to display, store, and handle the company's many products to their greatest advantage.

Located in the center of a rapidly developing industrial area, the new Miami headquarters represent an added 15,000 square feet needed to maintain fast service and delivery.

Expanded facilities incorporate latest thinking in materials handling developed in USP warehouses throughout the country to expedite storage and order selection. These novelties include:

(1.) Warehouse cubic utilization tripled over previous quarters.

(2.) Heavier fork lift trucks for handling larger loads.

(3.) Recessed truck well for loading in bad weather.

(4.) Improved car unloading facilities with larger operating doors bridged by magnesium dock plates.

(5.) Straightening device for aligning shifted panels.

(6.) Latest type adjustable and fixed steel racks for handling and displaying diversified line of hardwood plywood, Marine long lengths, moldings, Micarta, bulk and small quantity door items, plus full line of adhesives and finishes.

Particularly striking are displays of Weldwood building materials. From exterior to lobby and throughout offices, installation of domestic and exotic paneling creates an atmosphere of luxurious comfort — good for employees and prospective buyers alike.

At top, U. S. Plywood Corp.'s new Miami branch was designed to double as showcase for Weldwood building materials. White stucco exterior is set off by 4' x 8' panels of dark blue Glasweld.

Lobby, above left, leads to architectural area. Here, representatives can tell the full US Plywood story with slide projector. Customer selection is aided by multiplex rack for panels.

At left, all executive offices feature architectural blueprint matched plywood. Quartered-figured red gum used is representative of many fine hardwood panels manufactured by USP.

Ornamental Concrete Block Sells

By George H. Watson

A special type concrete block — suitable for ornamental fence building, and known as "Deko-Blox" — is a profit-pulling specialty with Scalco Lumber Co., Birmingham, Ala.

The blocks are 4" x 8" x 16" in size. Cutouts lend a decorative effect. Until recently the blocks had been sold in natural color, then painted (usually white) for best effect. However, the firm recently has begun making the blocks in color, so that they require no painting. Dark pink is probably now the most popular color.

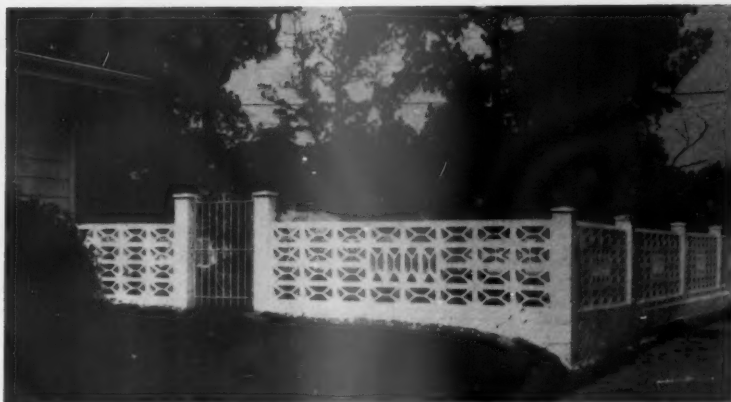
Scalco uses various methods to promote sale of the blocks. Build-up of a typical fence is displayed on the yard. Newspaper advertising is employed, and Scalco salesmen are equipped with brochures showing pictures of typical installations. And the company has installed Deko-Blox fences in various parts of the city.

"Actually we find that a nice fence built out of the blocks is our best advertising," said Raymond Cope, who, with Jim Sims, recently purchased the company from Sam S. Scalco (who established it about 20 years ago).

"For that reason we give the customer every assistance possible in designing the fence and selecting the blocks for base and columns. For the main part of the walls, some blocks can be laid long-end-up to create a varied effect.

"The main selling argument for blocks is that the wall or fence built of them is durable, does not sag or rust, and, if colored blocks are used, does not require painting. The fence lends an air of attractiveness to a home and adds to its value."

Scalco sells the blocks for 17 cents each. The company charges 15 cents to erect them, so the home-owner can pretty well figure what a fence will cost. Cost naturally depends, also, on length and
(Continued on page 105)



This is a typical fence installation of Deko-Blox, a special type concrete block profitably manufactured and installed by the Scalco Lumber Co. of Birmingham, Ala.



Raymond Cope, co-owner of the company, holds one of the decorative blocks, measuring 4" x 8" x 16". He stands beside the specialty machine used to produce the hot-selling item.



No. 75 Standard Door Closer

STANDARD DOOR CLOSER

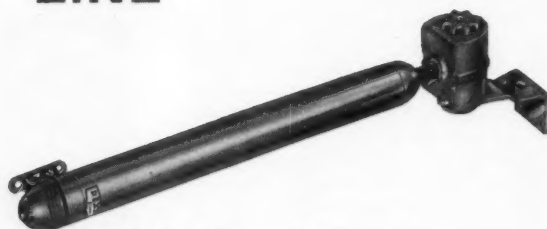
ADDED TO THE DEXTER LINE

Here's economy — with quality, too, the same Dexter superior quality that's built into the famous Dialmatic door closers and all the Dexter lock lines.

This new standard closer for screen and combination doors offers fingertip closing speed adjustment. Installs easily in two quick steps and is equipped with time-saving Dexter mounting spacer for error-free installation.

Fastens securely to metal or wood out-swinging doors. Has simple, foolproof hold-open device, baked aluminum finish.

Write for literature.



No. 80 Dialmatic Door Closer — adjusts closing speed with simple twist of wrist. (Large $1\frac{3}{8}$ " diameter tube — heavy torque spring.) For screen and combination doors, light interior doors.



No. 81 Dialmatic Door Closer — child-proof push button dial lock prevents tampering with closing speed adjustment



DEXTER LOCK DIVISION

Dexter Industries, Inc. • Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd; Galt, Ontario. In Mexico: Dexter Locks, Plata Elegante, S.A. De C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia, Milan, Italy and Porto, Portugal.

BUY DEXTER

Dixie's Newest Wallboard Plant

For producing and manufacturing wallboard, the new Deka Corp. facility in Atlanta, Ga., contains what's probably the most up-to-date equipment of its kind in the industry.

The plant, now in full production, boasts a tremendous production capacity, with large warehousing facilities, so that a complete assortment of wallboard patterns is available from stock for immediate shipment.

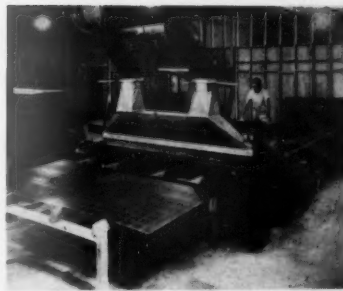
Deka Corp.'s new process, called HSC — Hard Sealed Color — essentially seals in brilliant color with an extra hard finish, reportedly assuring lasting protection and permanent satisfaction. Process is achieved through use of all-new equipment, specifically designed for the purpose.

Through thorough research, meticulous laboratory testing, use of superior materials, progressive manufacturing methods, and skilled workmanship, Deka is recognizably "up there" among Dixie's leading producers of quality pre-finished wallboard paneling.

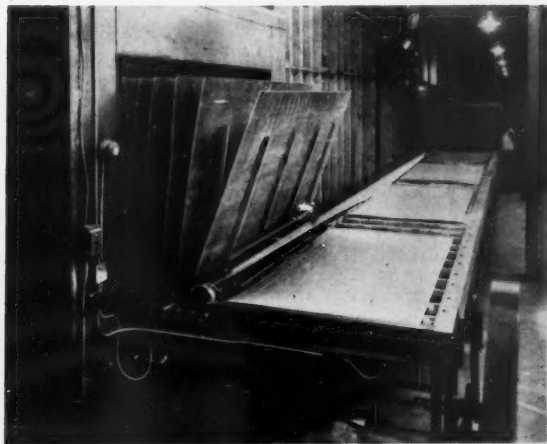


Deka Corp.'s new printing machine is a high-speed production unit, achieving complete variety of patterns and colors.

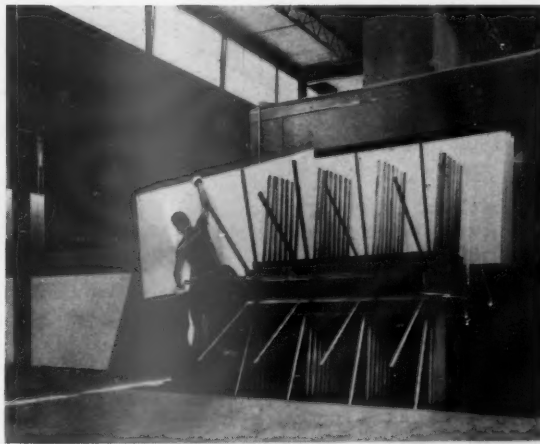
Deka's new high-speed sanding machine is one of many up-to-date pieces of equipment especially designed for mass production of eye-catching quality wallboard.



This routing machine, now in full production, weighs 15 tons and is reported to have cost in excess of \$35,000.



Gas oven automatically picks up printed wallboard and bakes on extra-hard finish, affording product's guaranteed lasting protection.



Finished Deka-Bord is removed from oven and warehoused in spotlessly new facility, pending shipment to points throughout the country.

MOVING UP In the Industry

Allied Chemical Corp. . . . JOHN C. MACLEOD has become director of operations for Allied's Barrett Building Materials Division. MacLeod, who served as assistant to the president, was formerly assistant director of operations for the Solvay Process Division. He has been with Allied since 1925.

Bestwall Certain-teed Sales Corp. . . . R. S. FRENCH has been appointed district manager for the new Brunswick office in Brunswick, Ga. MISS SARAH BATES will be district office manager. French, with Bestwall for more than 30 years, was previously manager for the Atlanta District. K. A. MCCASKILL has been appointed new district manager for Atlanta.



French



McCaskill

Building Research Advisory Board . . . WILLIAM GILLETT, vice-president of Fenestra, Inc., has been re-appointed as chairman of the board. Serving his second term as vice-chairman will be RICHARD H. TATLOW III, president of Abbot, Merkt & Co. BRAB, a unit of the National Academy of Sciences-National Research Council, is composed of a 30-man board, drawn from leading scientists, engineers and technologists in government, academic and research institutions, and industry.

Natco Corp. . . . HARRY F. TONER is the newly-elected vice-president of this producer of structural clay products. He has been general manager of sales since 1957. Toner began with Natco in 1922 as a salesman in the Philadelphia division. In 1940 he was named district sales manager at Boston, and in 1951, moved to Chicago as sales manager of that district, while retaining his managership of the Boston district.

U. S. Plywood Corp. . . . L. WILLIAM ROEHDER has been named director of the newly-created Allied Products Division. He will be responsible for the company's flexible materials, Armormply, movable partitions, and curtain wall divisions, as well as the transportation service department. Roehder has been eastern zone manager with E. F. Hauserman Co., Cleveland, for the past six years.



Roehder



Disney

Nichols Wire & Aluminum Co. . . . LA VERNE W. DISNEY has been elected company vice-president and treasurer. He also was re-elected director, a position he has held since 1952. Disney joined the company in 1951 as assistant treasurer and controller. Prior to his association with Nichols, he was an executive with Owens-Illinois Glass Co.

Weyerhaeuser Sales Co. . . . ERNIE J. GILBERT has been appointed advertising manager of this national lumber marketing firm, succeeding the late EARL M. ROONEY, advertising manager for Weyerhaeuser since 1936. Gilbert has been the firm's assistant advertising manager for the past five years, in charge of special projects, such as hardboard, particle board, and industrial wood parts promotion.



Gilbert



Kirkwood

Republic Steel Corp. . . . JOHN D. KIRKWOOD is new general manager of sales for Republic Steel Corp.'s Truscon Division. He succeeds C. B. MCGHEE, assigned to other duties at Republic. Veteran of 20 years' service, Kirkwood started his career in 1939 as an engineer in the

sash department. Following World War II, he joined the Pittsburgh district sales office, moving to Houston in 1953 as district sales manager. He went to Youngstown in 1956 as manager of the steel joist and tower products department. Kirkwood is currently president of the Steel Joist Institute.

Mastic Tile Corp. . . . JOSEPH MORRIS has been appointed eastern division regional assistant sales manager with headquarters in Atlanta. Formerly a Mastic representative in the Southeast, Morris attended Georgia Tech. He will work under the direction of WILLIAM F. STROUT, eastern sales manager.

Young Radiator Co. . . . RUSSELL G. BECK JR. is the newly-appointed southern district sales supervisor over an eight-state territory. He will supervise heating, cooling, and air conditioning sales. Beck is a member of the American Society of Heating and Air Conditioning Engineers. A long-time resident of Greenville, S. C., he now resides in Jackson, Miss.



Beck



DuFresne

Schlage Lock Co. . . . LOUIS DUFRESNE, previously manager for domestic sales, is now sales manager. While DuFresne's domestic sales responsibilities will continue for Schlage and its subsidiaries, his newly-acquired duties will include foreign sales markets, advertising, and public relations. STUART B. KNOTT, former assistant sales manager, has been named sales manager, eastern division. ROBERT MURCH, past regional manager of northern California sales districts, has been appointed sales manager, western division. CHARLES LUTHY will continue as assistant sales manager.

Curtis Companies, Inc. . . . Filling the newly-established position of factory manager, Wausau plant, is RALPH D. LAMP. The factory produces cabinet doors and commercial store fixtures.

(Continued on page 92)



**DANGER
BELOW!**

**Garbage Grinders Create
New Sewage Conditions
Only **CLAY PIPE**
Can Resist**

With 1 out of 8 families* now using garbage grinders, and the number increasing steadily, more and more communities are realizing the necessity of Clay Pipe sewage lines.

HERE'S WHY:

**INCREASED SULPHIDE
ACTIVITY**

to most pipe. Clay Pipe is impervious to sulphides.

Many experts claim ground garbage causes an increase in sulphide activity, harmful

RISING TEMPERATURES

on certain types of pipe. Clay pipe is unaffected by heat.

Decomposition of ground garbage particles causes an increase in temperature which has a softening effect

ACCUMULATED SOLIDS

pipe. Clay Pipe is unharmed by corrosives.

Ground garbage particles tend to pocket in sewer lines, creating acids and gases which corrode most types of

If your community is joining the swing to modern, convenient garbage grinders, be sure to specify and install Clay Pipe sewers! It's the one type of pipe that is unaffected by heat, acids or gases. It's your insurance against future sewer line failures. *It never wears out.*

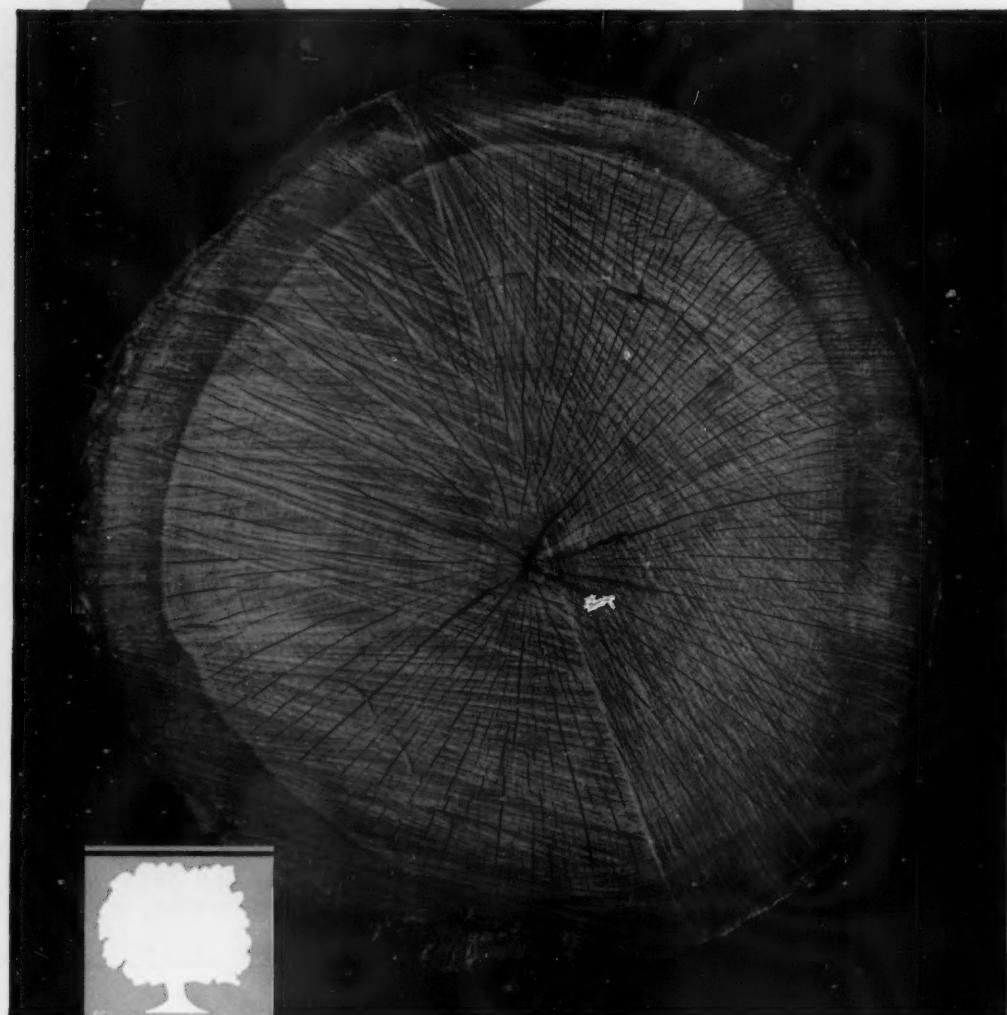
*American City Magazine Survey

OCONEE
CLAY PRODUCTS COMPANY
MILLEDGEVILLE, GEORGIA

WRITE FOR CIRCULAR
DESCRIBING

OCONEE'S
NEW WEDGE-LOCK

Factory made plastic joints that
snap together instantly!



Atlanta Oak Flooring Company, the South's largest supplier of fine hardwoods, manufactures solid oak paneling and oak flooring. It is stocked at ten key distribution centers to promptly supply your building needs.

$\frac{3}{4}$ " solid Red or White Oak Paneling, V-Joint, random widths, is available in Classical and Colonial grades for beautiful finished walls.

Plank Oak Flooring, $\frac{25}{32}$ " thick, comes in random widths. It is available in Georgian and Informal grades.

Contact your nearest AOF distribution center for prices and complete information . . . there's no obligation for this service!

ATLANTA OAK FLOORING CO.

General Offices and Plant, Atlanta, Georgia

CHARLOTTE, N. C. * RALEIGH, N. C. * CHATTANOOGA, TENN. * GREENVILLE, S. C.
SAVANNAH, GA. * JACKSONVILLE, FLA. * ORLANDO, FLA. * TAMPA, FLA. * MIAMI, FLA.

meet ED SMOCK... *one of your Teco-Testers at Western Veneer and Plywood Company. This Teco-Tester is the same as having your own quality control man at our manufacturing plant. He is employed by Timber Engineering Company (TECO), a top rated independent research and testing agency in Washington, D. C. His production line inspection and testing enables TECO to certify that the plywood you buy meets or exceeds commercial standards. And, look for the "Struc" mark on Teco-Tested plywood. This stamp certifies that it complies with FHA's structural standards of dependable quality for all load bearing plywood applications. Remember your "Teco-Tester," a trained technician . . . your personal guarantee of quality plywood. Contact your plywood supplier or write us.*

WESTERN VENEER AND PLYWOOD COMPANY

Lebanon, Oregon • Teletype: 485 • Phone: ALpine 8-3138

- New X-WP12 Interior
- Interior and Hot Press Exterior
- Mixed Sanded and Sheathing



A New Grade Stamp
for Plywood.



PRODUCT PARADE

BOOM LOADER



Fowler Loader with 50 per cent greater load capacity is offered by Signode Steel Strapping Co., Dept. SBS, 2600 N. Western Ave., Chicago 47, Ill.

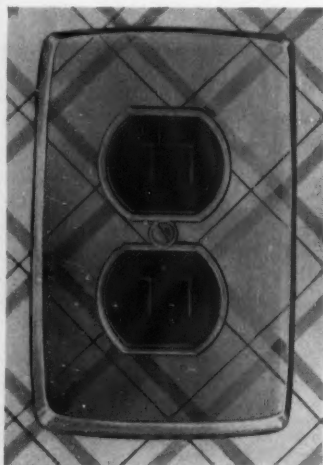
Model DD-44 can be used on six-ton capacity or larger lift truck to load 4' x 4' lumber packages into double door boxcars or to unload and end-load them into storage bins. Low-mounted boom permits end of load to swing underneath forks.

Improvements announced also in Model SD-22 and DD-33.

Write 11 on reply card, page 83.

RECEPTACLE COVER PLATE

Remcon Div., Pyramid Instrument Corp., Dept. SBS, 630 Merrick Rd., Lynbrook, N. Y., announces addition of receptacle cover plate to line of low-voltage switching devices.



RCP plate is available in choice of materials — buff and clear. Gold tone insert is included with each clear plate. It can be painted to match wall or used as pattern for wallpaper insert.

Major feature of Remcon low-volt-

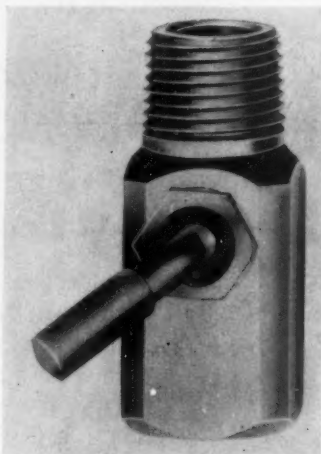
age switching is described as incorporation of low-voltage transformer inside relay.

Write 12 on reply card, page 83.

SHOWER WATER SAVER

Shower water saver has been developed by Spartan Electric Radiator Co., Dept. SBS, 52-55 74th St., Maspeth 78, N. Y.

It permits user to set shower, touch lever to turn off water completely while soaping, and then touch lever again with water exactly same temperature, same pressure.



Solid brass, heavy chrome plated, shower water saver screws on to any shower. Reportedly saves water and fuel.

Write 13 on reply card, page 83.

ALL-WEATHER PATCHING

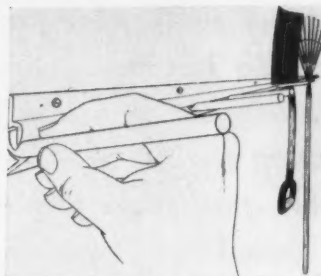
An all-weather outdoor patching material for chuck-holes, cracks, and ruts in black-top, concrete, brick, stone, and cinders has been developed by the Monroe Co., Inc., Dept. SBS, 10707 Quebec Avenue, Cleveland 6, Ohio.

Called Zor-X, the surface reportedly can be applied in the winter months, on wet surfaces and in below-freezing temperatures. No prime coat is needed; Zor-X is said to set immediately and to take the heaviest loads. It comes ready to use with nothing to add or mix and can be stored for months without hardening in the drum.

Zor-X comes in two grades — one for depressions less than 2" deep, one for holes more than 2" deep.

Write 14 on reply card, page 83.

ALUMINUM TRACK-PEGS



Handi-Pegs, consisting of sturdy extruded aluminum track and pegs, is a product available from Macklanburg-Duncan Co., Dept. SBS, Box 1197, Oklahoma City 1, Okla. It reportedly can be installed anywhere and used to hang almost anything.

Pegs slide in track and can be set as close or as wide as necessary to hang objects. Comes in completely packaged set containing four foot length of track with holes drilled for attaching to studs on 16" or 24" centers. Mounting screws furnished plus eight sturdy pegs. Extra pegs available, packed four to envelope.

Write 15 on reply card, page 83.

PING-PONG TABLE LEG

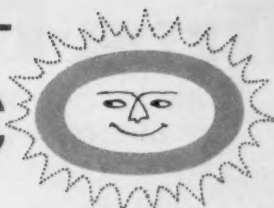
Gerber Wrought Iron Products, Inc., Dept. SBS, 2540 Farrar, St. Louis 7, Mo., announces model No. PPT-5 Ping-pong table leg.



Although designed for Ping-pong tables, folding legs are useful as display, card, or buffet table legs. Packaged one set (four legs) to reshipping container, six sets per master. Weight per master carton is 48 lbs., height 29 1/4", black enamel finish.

Write 16 on reply card, page 83.

SELL QUALITY...SELL WEPCO



Feature for feature, America's finest Aluminum Building Products!

Self-storing Combination Storm-Screen Windows and Doors . . . Prime House Windows . . . Californian Screen Door . . . Floridian Jalousie Door . . . Aluminum Siding . . . Grilles, Thresholds, Door Protectors . . . Door Sweeps . . . Push Bars and Trax Wax

NEW PRE-HUNG Self-Storing Tilt-Action Door

Perfect installation in 30 minutes or less! Storm panel tilts for easy cleaning. Just one of three new Pre-Hung combination doors.



Famous WEPCO versa-tilt

3-track,
self-storing Tilt-Action
Storm-Screen Window

PLUS...**DUO-MATIC**
3-track Storm-Screen Window



WEPCO

division of the Weather-Proof Co., Litchfield, Illinois

Distributed in this Area By:

Hassinger Wholesale Company
1016 Warehouse Street
Greensboro, North Carolina

Roanoke Hardware Company
218 Salem Avenue, S.W.
Roanoke, Virginia

DUR-O-WAL

RIGID BACKBONE OF STEEL
FOR EVERY MASONRY WALL

IT'S THE **S**teel + **D**esign
THAT ASSURES **R**esults

COMPARE THESE WEIGHTS

Standard Dur-O-wal 187 lbs. per 1000 ft.
Standard Ladur Type 139 lbs. per 1000 ft.



Insist on genuine Dur-O-wal for crack-free masonry walls with a backbone of steel

New Companion Product for Masonry Walls

Rapid CONTROL Joint

Trademark

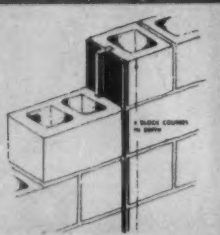


Pat. Pending

WIDE FLANGE



Rubber Control Joint with neoprene compound flanges for easy compression is shipped in convenient cartons.



DUR-O-WAL

Rigid Backbone of Steel For Every Masonry Wall

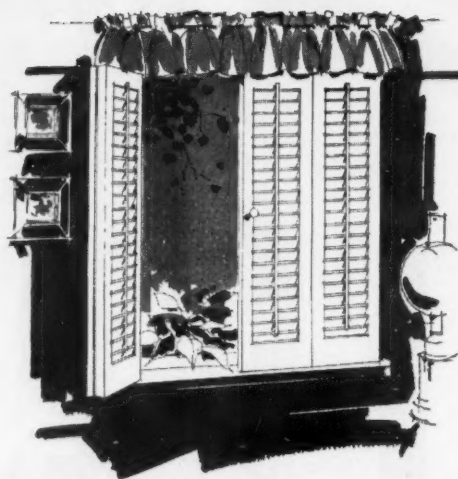
Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

Give windows

distinction and

charm... with

Maywood



WOOD SHUTTERS

Rooms have more personality... houses sell more quickly... with these finest quality movable shutters. Manufactured and sanded at the factory, each 4-panel unit comes pre-assembled, ready to hang... requiring a minimum of installation time. Package contains all necessary hardware, genuine porcelain knobs and Wrought Brass hook. Shutters available in select Sugar Pine or Philippine Mahogany. For complete information, contact your jobber or write direct to:

MAYWOOD, Inc.
P. O. Box 706 — AMARILLO, TEXAS



Panelboard's exclusive Pearlstone pattern brings dealers higher profit sales against all wallcovering competition.



Panelboard wood finishes make unusually attractive offices, as the dealer who sold Panelgrain to decorate 25 offices in one building discovered



A \$3,000 sale of Panelboard Marbletone was made by the New York dealer who sold this supermarket modernization job.



Where truly modern styling is wanted, Panelboard's wood and marble finishes make the sale for you.

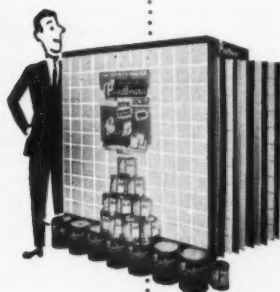


Copper tile, another Panelboard exclusive made this do-it-yourselfer a Panelboard customer.

Look at
all the ways
You make Profits with
PANELBOARD

Hundreds of homes, stores, restaurants, offices and factories are being built or modernized every day with Panelboard. Our vast selection of colors and patterns helps you turn every prospect into a customer.

DRAMATIC
SELLING AIDS



**BEST
BUY
ANYWHERE
IN
WALLBOARD**

Here's what you can offer when you sell Panelboard

Tile and Plain panels in beautiful pastel and pearl-tone colors; $\frac{1}{4}$ " and $\frac{1}{2}$ " thick Pegged board in colors; Wood Paneling — smooth and random plank effect; Panelboard's exclusive and sensationally different Marbletones.

- Every sheet of Panelboard is finished with tough Super melamine — baked rock hard.
- Only Panelboard is backed by a 5 year written guarantee.
- Over 2000 satisfied dealers attest to Panelboard's consistent high quality and superior service.

✓ This Free space saving display-storage rack holds a complete inventory in only 10 square feet. Gives you a minimum of \$1,000 in Profits yearly. It's only one of Panelboard's money making merchandising aids geared to keep your stocks turning over and over. Get all the facts on this fastest growing wallboard line. Clip and mail the coupon today.

WHOLESALEERS: Our dynamite packed jobber promotion helps you move carload after carload of Panelboard. Let us show you how. Write or wire today.

PANELBOARD

Manufacturing Co., Inc.
222 Pacific St., Newark 5, N. J.

Gentlemen:

S-9

Please Rush samples and full details. No obligation to me.

Name.....

Company.....

Street.....

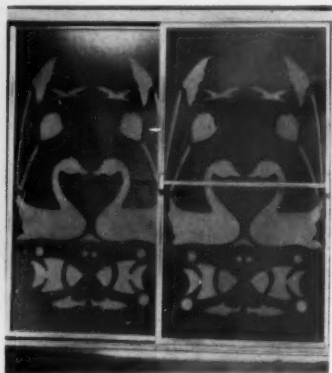
City..... Zone..... State.....

BATH ENCLOSURES

A standard 5' recessed bath enclosure and a series of shower doors and stall enclosures in any size and style have been added to ABC building products line of Adams Engineering Co., Inc., Dept. SBS, P. O. Box 875, Ojus, Fla.

Line of tub and shower enclosures is made with bright dipped, heavy anodized extruded aluminum frames, chemically polished for lasting beauty, requiring no polishing.

Standard five-foot model is glazed with full 7/32" semi-obscure glass and has sand-etched panels that glide silently on nylon rollers. Lift-out doors are provided for easy cleaning.



All ABC rolling enclosures feature a double towel bar and crystal-clear Lucite handles.

Write 17 on reply card, page 83.

GAS INCINERATOR

Smokeless-odorless gas incinerator with benefits of garbage disposal is introduced by Majestic Co., Inc., Dept. SBS, Huntington, Indiana.

Model ESO employs thick corrugated firebrick combustion chamber for cooler casing temperatures during operation. An after-burner principle is used for smokeless-odorless incineration.

Entire top, including lid, is of cast iron. Item is finished in midnight blue-grey porcelain enamel. Capacity is 1.5 bushels.

Write 18 on reply card, page 83.

TRUSSED RAFTER DESIGNS

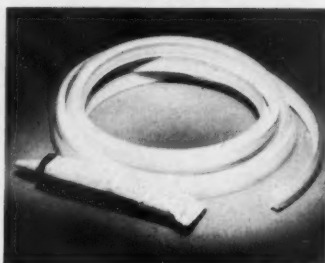
Spans of 24'8" and 28'8" are accommodated by two trussed rafter designs prepared specifically for use in component construction by Timber Engineering Co., Dept. SBS, 1319 18th Street, N.W., Washington 6, D. C.

Designs, S-474 and S-475, are for spacing of 24" on centers and roof slope of 4/12 with combined live and dead load of 35 pounds per square foot.

Using 2½" TECO wedge-fit split rings throughout, rafters built according to these plans require no expensive presses or jigs for proper fabrication and assembly. With rings, trusses can either be shop or job assembled.

Write 19 on reply card, page 83.

PLASTIC STRIP PUTTY



Anyone reportedly can putty windows, around tubs, and wash basins with Spuddy, developed by Jo-El Co., Dept. SBS, Towne and Country Bldg., 6188 Pearl Rd., Cleveland 30, Ohio.

Plastic Spuddy comes in 10' rolls with tube of all-weather adhesive. No special skills or tools are required for application, putty held firmly in place with all-weather adhesive, said to withstand up to 500 lbs. pull-pressure.

Guaranteed not to chip, crumble, or corrode, it can be painted before installation.

Write 110 on reply card, page 83.

LARGER CAPACITY PICKUPS



Extra-wide bodies for light-duty B-Line truck models by International Harvester Co., Dept. SBS, 180 N. Michigan Avenue, Chicago 1, Ill., reportedly offer 25 per cent more cubic capacity than standard pickups.

These smooth-sided "Bonus Load" bodies in 7' and 8½' lengths provide capacities of 59.25 and 72.75 cubic feet, respectively. A centered single lever control on the tailgate permits convenient one-hand opening or locking.

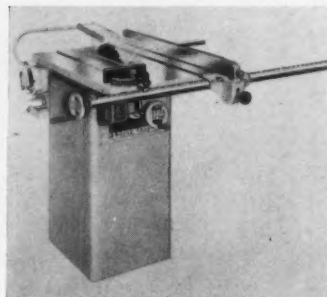
Inside body width between top flanges is 66"; width at tailgate opening is 50"; and height is 17¾".

Write 111 on reply card, page 83.

SAW DRIVE SYSTEM

Using standard motors, drive system adopted for Challenger 10" tilt arbor saw by Boico-Crane Co., Dept. SBS, 836 Central Avenue, Toledo 6, Ohio, replaces all rolling-sliding pulleys previously employed on equipment. Constant belt tension is provided, and vibration and belt distortion and wear reportedly are reduced to minimum.

Blades now fully retract below table without added tension loads on belt or bearing. More capacity to gauges has been provided, and improved ripping gauge and auto-positive clamping for greater accuracy.



Entire oversize under-carriage reportedly has been re-engineered for added strength, bigger shock loads, and stepped-up power from larger motors. Bearings also are oversize.

Write 112 on reply card, page 83.

TWO-CYCLE MOTOR OIL

Two-cycle motor oil to reduce carbon deposits and prolong spark plug life in chain saw engines is announced by White & Bagley Co., Dept. SBS, Worcester, Mass.

Oil reportedly mixes quickly and thoroughly with gasoline at all temperatures, providing uniform lubrication. Tests of oil in engine use show spark plugs and pistons free of carbon deposits after 100 hours of operation. Reduction assured in ring sticking, exhaust port closure.

Write 113 on reply card, page 83.

GALVANIZED WALL TIES

Corrugated galvanized wall ties have been added to the line of metal building products of Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

The economical ties are ¾" wide by 7" long, and punched for fastening. Designed for ease of application, they are said to be ideal for tying brick or masonry to frame or concrete block, and for reinforcing concrete block or brick corners.

Write 114 on reply card, page 83.

Removability + LIF T LOX adds up to customer satisfaction!



Lif-T-Lox's unique balance affords finger-tip operation and easy removal of sash which simplifies painting and cleaning. There are no complicated mechanisms to hamper installation or prevent trouble-free service.

MW Distributors carries a full line of modernly designed wood window units, plus a wide variety of building materials and supplies.

See your local dealer!

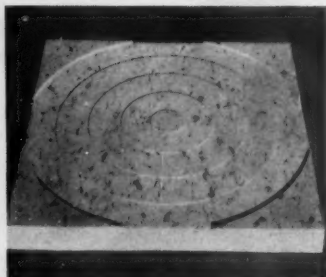


MW *Distributors*

ROCKY MOUNT, VIRGINIA

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

COMMERCIAL FLOOR TILE



Imperial Excelon tile, design series in 1/4" flooring for commercial and institutional interiors, has been developed by Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

Texture - chip graining extends through thickness of tile. Since it is not surface treatment, design reportedly cannot be worn off. Said to resist dilute acids, it has smooth, glossy surface, and is fire-retardant.

Write I15 on reply card, page 83.

RUBBER CONTROL JOINTS

Rubber control joints for masonry walls are available from Dur-O-wal Division, Cedar Rapids Block Co., Dept. SBS, 650 Twelfth Avenue, S.W., Cedar Rapids, Iowa.

Rapid Control Joint has wide neoprene flanges which expand and

contract with joint, keeping it sealed tight without need for caulking. Product, said to be resistant to heat and cold, is not harmed by solvents.

Rapid Control Joints come packaged in cartons, in wide flange and regular types.

Write I16 on reply card, page 83.

RUST PREVENTIVE

Rust-Cure — offered by Monroe Co., Dept. SBS, 10703 Quebec Ave., Cleveland 6, Ohio — is said to eliminate loss from rust damage.



Rust-Cure goes on over rust — by brush, spray, or dip. One application usually is sufficient, penetrating through rust particles. Product, ready to apply by brush, ordinarily requires thinning for spray application. It is available clear or in red, aluminum, green, light gray, and black.

Write I17 on reply card, page 83.

ASSEMBLED BOW WINDOW

Addition of a functional bow window to its line has been announced by National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham, Ala.

Tru-Bow window comes completely assembled and ready for installation, including compression-type weatherstripping, adjustable nylon pressure plate friction hinges, and anodized aluminum folding push bar operators. Aluminum framed screens are also standard with all units.

National Tru-Bow is made in two light designs to harmonize with modern or traditional homes. Each series is available in two widths.



Construction is of soft textured pine and vertical grain fir. All wood parts are treated with Woodlife termite and wood repellent.

Write I18 on reply card, page 83.

INSIST ON MASTER METAL WEATHERSTRIPS AND METAL SASH BALANCES

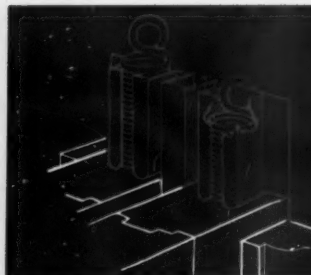
Buy From The Thirty-Three Year Old Leader In Quality, Originality And Service

You gain an immediate competitive selling edge by carrying windows equipped with Master Metal strip balances. They give you the ideal combination of the very best in quality, manufacturing experience, and performance. All available at the same price you pay for imitations. Master Metal — the originators of the spring type sash balance — pays off immediately with better, easier-to-install windows that sell faster.

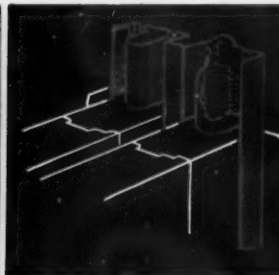
Master, the symbol of quality everywhere, backs up its dealers with prompt delivery and sales services throughout the southern area. No order is too small or too large to receive our most prompt and careful attention. Write or call for complete details. Your inquiry will receive prompt attention.

MASTER METAL STRIP SERVICE, INC.

1718 N. Kilbourn Ave., Chicago 39, Ill. Phone: CApitol 7-1940



MASTER-MATIC is the deluxe model featuring construction quality beyond compare. It's made of heavier gauge metal than any other make. It's the ideal one piece combination model to cut window costs, greatly improve window quality.

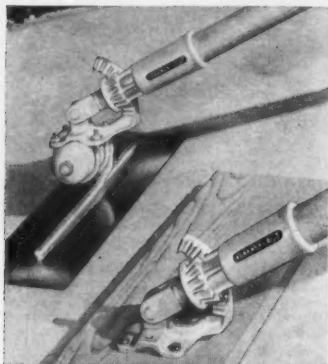


MASTER-THRIFT is the perfect budget priced model one-piece economy unit for pre-fit windows. It offers all the built-in advantages of the proven Master line, plus it's efficient and easy to install.

CEMENT SURFACE FINISHER

The Kearney-Bilt trowel control tool — which permits finishing of all cement surfaces while operator stands outside concrete retaining forms without kneeling, stooping, and waiting for cement to set — is introduced by Ed Kearney Enterprises, Dept. SBS, P. O. Box 1152, San Jose, Calif.

Positive control of trowel or float angle is obtained through geared mechanical action, which also permits handle to be operated at any angle through approximately 90 degrees. It is easily attached to any hand trowel or wooden float. Handle



may be separated easily from trowel or float for ease of carrying or storing. Unit comes complete with "U" bolts and screws for attachment.

Write 119 on reply card, page 83.

ALUMINUM UNDEREAVE VENT

A continuous under-eave vent of .025" Colorweld baked enameled aluminum has been announced by Reynolds Aluminum Supply Co., Dept. SBS, 573 W. Peachtree Street, N.E., Atlanta, Ga.



Formed in 8' and 12' lengths, vent fits an opening 2½" wide. It comes perforated, primed, and ready for painting.

Vent reportedly is simpler and less costly to install than conventional screen wire. It is FHA-approved, said to fulfill all building code requirements.

Write 120 on reply card, page 83.



Every piece scientifically kiln-dried to protect you and your customers

You never have to worry about "green" or improperly seasoned lumber when you buy Allison-brand Southern Pine. The finest in modern equipment — plus careful inspections of the lumber while in the kiln — always assure you of good, *strong, dry* lumber. At Allison, the ends are trimmed extra smooth and square, and are branded for your protection. For lumber of highest quality, demand Allison-brand. . . . a quality name in Southern Pine since 1899. Call us now about your needs.

LIVE, WORK, BUILD
BETTER WITH
wood

THE **Allison** LUMBER COMPANY

BELLAMY,



ALABAMA

PORCELAIN REPAIR KIT

Two products for repairing damages in porcelain — from minor scratches to deep cracks and chips — are announced by Protectub, Inc., Dept. SBS, 93 Seigel St., Brooklyn 6, N. Y.



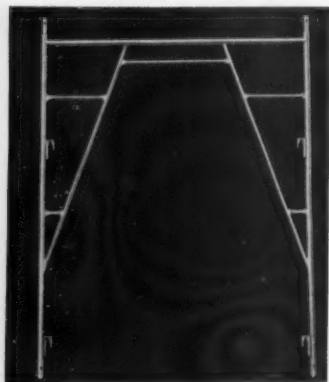
Repair Kit is synthetic porcelain, compounded for permanent repair of cracks and chips in porcelain. Repairs made above and below water line reportedly will not peel or change color, remaining acid-resistant.

Touch-Up is for repairing minor chips and scratches.

Write 121 on reply card, page 83.

SCAFFOLDING END FRAME

Lightweight, shallow-trussed end frame for use in erecting sectional steel scaffolding on construction jobs has been developed by Patent Scaffolding Co., Inc., Dept. SBS, 38-21 Twelfth Street, Long Island City 1, N. Y.



Of standard size tubing, the O3C end frame is 5' wide and 6'6" high. Interchangeable with other "trouble saver" scaffolding frames and diagonal braces, it comes equipped with

sprocket riveted in each leg, and is available for use with or without patented SlideLoks for securing diagonal braces to frame.

Sidewall brackets can be used on O3CS frames to provide three working levels. Frames also provide 6' of head room for walking through scaffold and for unobstructed delivery of materials.

Write 122 on reply card, page 83.

ALUMINUM TRELLIS FABRIC

Rustproof "Never-Stain" aluminum Flower Fabric now is available in two new widths in self-service carry-out packaging from Nichols Wire & Aluminum Co., Dept. SBS, Davenport, Iowa.

A 1' width for graceful columns and a 3' width for use as a family privacy shield for yards, patios and porches, join the original 2' width of Flower Fabric. All are 8' long and come in Lustre-Brite finish with complete hardware and instructions.



The 1' width is packed 10 units to a carton. The 2' width comes six units to a carton, and the 3'-wide privacy screen comes five units to the carton.

Write 123 on reply card, page 83.

FLOOR DRAIN VALVE

A device, said to seal floor drain automatically the instant sewer back-up threatens to flood floor level, has been introduced by Hally Manufacturing, Inc., Dept. SBS, Racine, Wis.

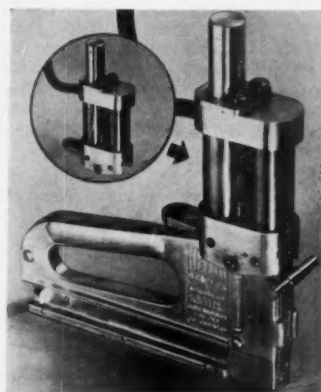
Flood Check takes two minutes to install, and fits any standard 3" and 4" drain. Simple installation is achieved by lifting drain cover, setting unit inside, and using ordinary screwdriver to tighten three screws.

Constructed of premium materials, including neoprene and stainless steel, Flood Check is said not to corrode, clog, or stick. Positive action of powerful stainless steel spring acts instantly to prevent sewer back-up from reaching floor level.

Write 124 on reply card, page 83.

PNEUMATIC POWER ADAPTER

A pneumatic power adapter, said quickly to convert hand tackers and nailers into pneumatic drivers, has been developed by Heller Roberts Manufacturing Corp., Dept. SBS, 6111 Carnegie Avenue, Cleveland 3, Ohio.



Twin driving chambers are said to give balanced thrust and power for driving and countersinking long staples. Converter is attached to hand machine by a screw driver, adding one pound to the driving nose.

Machine reportedly retains features of hand model — one-hand operation, front loading, clean-cut channel, and full spring staple pusher — but reduces fatigue factor of hand machines.

Write 125 on reply card, page 83.

THICKER CEILING TILE

Silentex ceiling tile, with brushed texture finish, has been announced by the National Gypsum Co., Dept. SBS, Gold Bond Building, Buffalo 2, N. Y.

The 5/8" x 12" x 12" tiles have tongue-and-groove edge, allowing application with either stapler or adhesive.



The 25 per cent greater thickness, as compared to conventional 1/2" thickness of most ceiling tiles, reportedly raises noise-absorption of tile to as high as 80 per cent, depending on type of mounting.

Write 126 on reply card, page 83.

For greater customer satisfaction

Sell **Kiln-dried**

When you sell Weyerhaeuser 4-Square Kiln-dried Lumber, you sell satisfaction.

That's because Weyerhaeuser's scientific kiln-drying removes the excess natural moistures of wood through controlled seasoning, preparing lumber for the best result in final uses.

Weyerhaeuser 4-Square Lumber, because of kiln-drying, has increased strength properties—bending strength, vertical strength, stiffness, and hardness.

Also, kiln-dried lumber holds nails securely, adds strength to the framing, and substantially reduces movement in the finished building.

Builders have confidence in Weyerhaeuser 4-Square Kiln-dried Lumber because they know it means better buildings . . . with fewer complaints or call-backs.

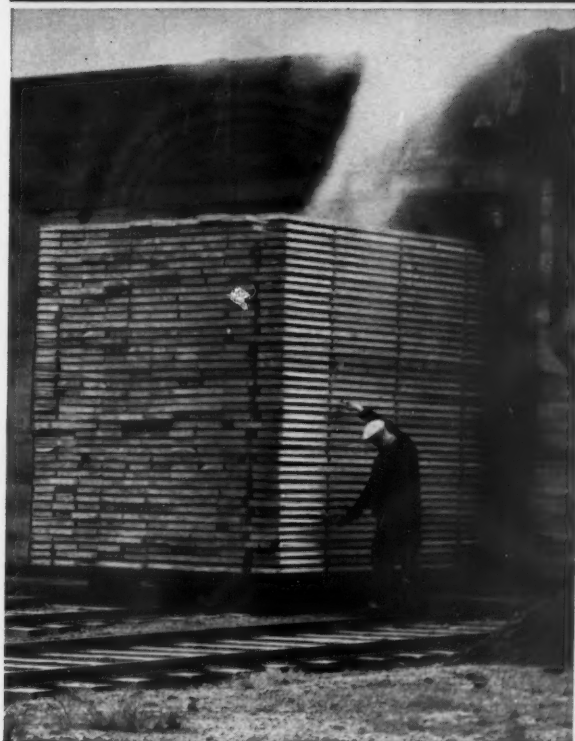
You can have confidence when you sell Weyerhaeuser 4-Square Kiln-dried Lumber because it means satisfied customers . . . with repeat orders.



Weyerhaeuser

4-SQUARE®

LUMBER AND BUILDING PRODUCTS



Kiln-drying *offers outstanding advantages*

Dimensional Stability—Scientific seasoning before milling to size promotes a more uniform degree of dimensional stability in lumber. Weyerhaeuser 4-Square Kiln-dried Lumber is thus prepared to better resist possible dimensional changes.

Finish and Workability—By kiln-drying, the cellular structure of wood takes on a more uniform compactness which improves workability. Kiln-dried lumber welcomes all types of finishes while prolonging their protective life.

Strength and Durability—Enduring strength is important in the structure you build. Kiln-drying greatly increases the strength properties of lumber by the firm "patterning" of the wood cells and fibers. The structural factors of durability are thus preserved.

Your Weyerhaeuser District Representative will be happy to show you how you can turn these advantages into extra sales. Ask him for more information on Weyerhaeuser 4-Square Kiln-dried Lumber next time he calls.

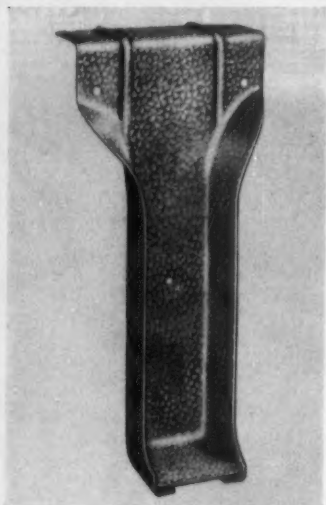


Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

JOIST HANGER

Simpson Co., Dept. SBS, 1060 E. 11th St., Oakland 6, Calif., has added a formed seat joist hanger to its construction accessories line.



Joist hanger purportedly has vertical and torsional load capacities up to 3,200 lbs. Hanger is 18-gauge, heavily coated galvanized steel. Available in single or double (saddle) types for standard surfaced lumber (s4s) in sizes fitting 2" x 4" to 2" x 14" joists.

Write 127 on reply card, page 83.

MASONRY PAINT

Marble-Coat, a masonry paint guaranteed to be waterproof, is offered by the Lee-Rick Co., Dept. SBS, Box 108, Vineland, N. J.

Tiny marble crystals in the base of Marble-Coat are said to guard porous masonry surfaces from the deterioration normally caused by rain and other harmful weather conditions.

Available in all colors, Marble-Coat is suitable for cinder, concrete, and waylite blocks, as well as stucco, brick, non-glazed tile, and similar building materials.

Manufactured in powder form, Marble-Coat is packaged in 5- and 12½-pound pails and 50-pound bags. It is non-toxic, odorless, and can be applied by brush or spray.

Write 128 on reply card, page 83.

HOME PLAN BOOK

"Best Homes," series of home plan books, is offered by Archway Press, Inc., Dept. SBS, 117 W. 48th St., New York 36, N. Y.

Series contains variety of styles and sizes of ranch homes, split-levels, and expansion designs. Price is 50c, with dealer's discount of 20% on

orders for 25 or more. With each 25 copies, five copies of another recent book are included.

Books offer complete builder-blue-print plans at four sets for \$35 (single sets \$20), including FHA specification sheets and lumber-mill check-lists.

Write 129 on reply card, page 83.

ELECTRONIC RANGE

Increased production has made this electronic range available to general buying public, according to Tappan Co., Dept. SBS, Mansfield, Ohio. Range features browning unit incorporated in oven. It permits browning by conventional heat, simultaneously with microwave cooking.

A self-contained cooling system offers owner more efficient use and longer life of tubes, it is reported. A 35-minute timer with wide-range five-minute interval timer replaces 21-minute timer. Four-piece stainless steel oven door seal attached to oven front frame allows maximum retention of microwave energy.



Electronic range features an all-chromium steel oven, adding cleaning ease to attractive appearance. Shelf tray is shaped to catch spills, and also can serve as a cooking utensil.

Write 130 on reply card, page 83.

DECORATIVE ROOFING

Twinsburg-Miller Corp., Dept. SBS, P. O. Box 207, Twinsburg, Ohio, has announced production of colored decorative synthetic rubber roofing for application on industrial, commercial, and residential steep or flat roofing surfaces.

Glasene, complete in one package, is high-viscosity adhesive, applied by spray or brush over existing or new roofing materials. May be left either as smooth surface or used with marble chips for attractive texture.

Glasene is available in white, red, green, or blue.

Write 131 on reply card, page 83.

ALUMINUM STORM DOOR

Nu-Trend Aluminum Products Corp., Dept. SBS, Syosset, Long Island, N. Y., offers "Self-Instal" aluminum combination storm door for do-it-yourself enthusiasts.

Door purportedly requires only screwdriver and ten minutes for complete installation. It is packed in carry-home carton containing all accessories, and is available in sizes to fit all types of doorways.

Write 132 on reply card, page 83.

FORTIFIED WOOD SURFACE

Surface treatment for wood and other porous materials which reportedly provides new beauty and durability has been developed by the Hartglas Co., Dept. SBS, 1302 Expressway Drive, Toledo, Ohio.

Surface consists of a continuous phase of glass fiber-reinforced Plaskon polyester resin. Covering is applied under vacuum, and followed by heat and pressure to make it an integral part of the wood, forming a weather-, stain-, and abrasion-resistant top surface.

Available in marble or realistic wood grain patterns, decorative layer masks all unsightly features of wood. Polyester resin "welds" cracks, season checks, and loose knots in wood, enabling inferior woods to be utilized at considerable savings.

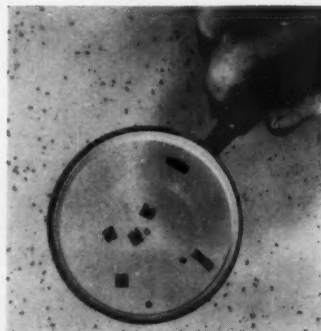
Products now in production include indoor window sills and window trim.

Write 133 on reply card, page 83.

PLASTIC LAMINATE

Decorative plastic laminate — called Stardust — has been developed by Swedlow, Inc., Dept. SBS, 394 N. Meridian Rd., Youngstown 9, Ohio.

Snowy-white, peach, yellow or beige background is flecked with gold. Markings follow no static pat-



tern, but average 16 spots of gold to square inch. Stardust available by foot, yard, or roll in 30" and 36" widths.

Write 134 on reply card, page 83.

GODFREY'S BACK— AND WELDWOOD'S GOT HIM!

Starting September 28th, Arthur Godfrey returns to over 200 CBS radio stations to help you sell Weldwood Wax, Presto-Set Glue and other Weldwood products. Stock up for the sales-boom ahead. And see your jobber for Godfrey tie-in displays.

United States Plywood Corporation

65 W. 44TH STREET, NEW YORK 36, NEW YORK

See the exciting new Weldwood product line at the National Hardware Show—New York Coliseum, September 28 through October 2





"Our choice is L·O·F Window Glass ...won't handle any other brand!"

Larry Doriot

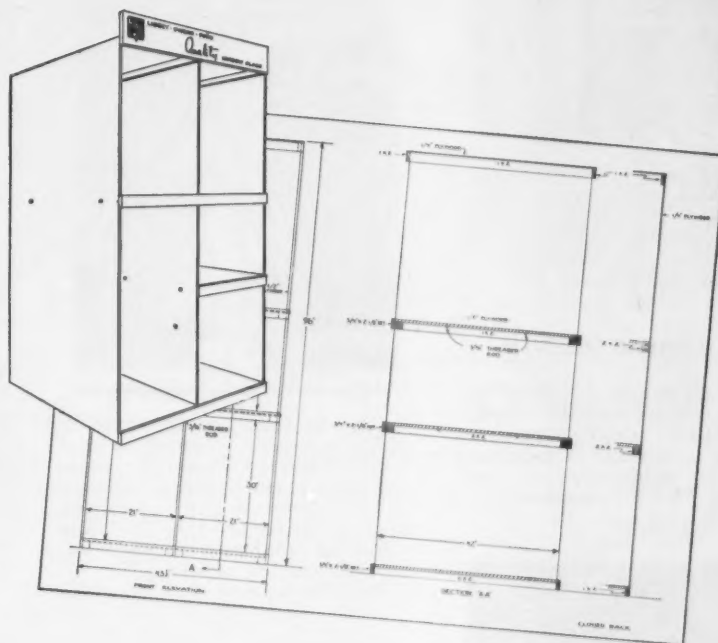
Doriot Brothers Hardware Co., Toledo, Ohio

"L·O·F Window Glass is our choice for good reasons. Customers like it because it's so clear. We like it because it cuts so well. Doesn't have those hard spots that cause the cutter to skip. Always snaps clean at the score, and there's no waste.

"Can't figure out why some dealers keep their glass department in a back room. Glass is profitable and should be displayed like other merchandise—where customers can see it. And with a good glass rack, it's easy to keep stock organized."

New box rack needs only 12 square feet of floor space

Holds glass right in L·O·F's self-storing plywood side boxes. Easy to construct. Ask for blueprints of WG-3 Rack. Also get "For Greater Profits" booklet which contains plans for a variety of glass-storage racks. Call your L·O·F Glass Distributor (listed under "Glass" in the Yellow Pages), or write to Dept. 1499 Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY·OWENS·FORD WINDOW GLASS

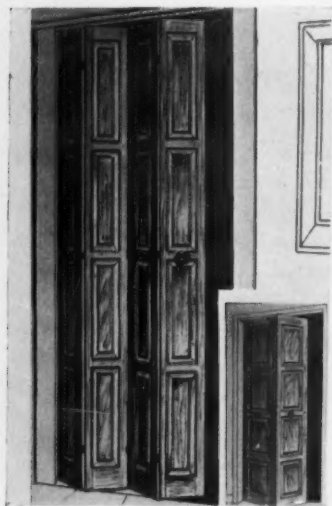
The glass that cuts easier, snaps clean

TOLEDO 3, OHIO

PANELED FOLDING DOORS

Carved panel folding doors, made entirely of California redwood, have been introduced by Wood Art Products Corp., Dept. SBS, 273 Fifth Avenue, New York 16, N. Y.

Doors are available in ten standard sizes up to 120" wide in bi-fold and accordion-fold styles. All doors are 80" high.

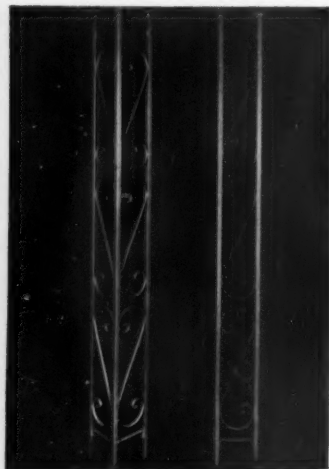


All hinges are mortised between panels. Brass door pulls, spring-loaded nylon guides, and all necessary hardware comes factory-attached.

Write 135 on reply card, page 83.

ALUMINUM COLUMN

Strong, lightweight, structural aluminum column, which features bracket built in at bottom for mounting on concrete, is introduced by Florida Industries, Inc., Dept. SBS, 4503 West Alva Avenue, Tampa, Fla.



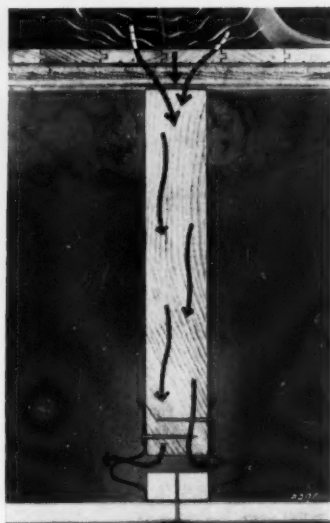
Scrolls included in post are of $\frac{1}{8}$ " x $\frac{5}{8}$ " bar with rounded edges. Each scroll is uniform machined rolled, 22" in length.

Bright polished finished seamless tubing has a .042" wall thickness, making a flat post which reportedly will support approximately 1000 pounds. Corner posts so constructed are said to support in excess of 3000 pounds each.

Write 136 on reply card, page 83.

FURRING STRIP SUPPORTS

Cush-N-Clips — blued spring steel clips which reportedly give resilient support and noise absorption to gypsum wallboard in ceiling construction — are introduced by the National Gypsum Co., Dept. SBS, Buffalo 2, N. Y.



Clips support furring strips to which wallboard is nailed in conventional manner. Weight of gypsum wallboard expands clips — leaving air space between joist and furring strip to dissipate noise-producing vibrations. Wallboard thickness determines spacing of clips.

Write 137 on reply card, page 83.

STRUCTURAL WOOD DECK

Clear Panel, structural wood deck, is offered by Unit Structures, Inc., Dept. SBS, Peshtigo, Wis.

It features kiln-dried western red cedar core, faced with clear oak or birch permanent glued lamina. Precision-machined with "V" edge, end joints, and milled to double tongue and groove pattern. Clear Panel, offered in two sizes (4" x 6" and 3" x 6"), reportedly is fire-resistant, with high insulative value.

Its use is said to eliminate need for purlins, joists, bridging, insulation, and paneling.

Write 138 on reply card, page 83.

BUILT-IN RANGE

Three major innovations mark redesigned built-in range line of General Electric Co., Appliance Division, Dept. SBS, Louisville, Ky. These include counter range, featuring recessed cooking surface; eye-level controls for a ventilating hood; and a new group of straight-line, built-in ovens, including a double oven with top-mounted controls.



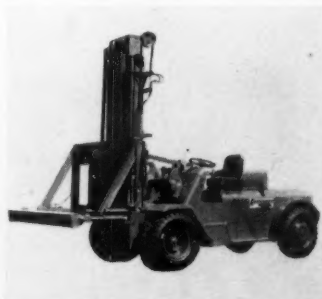
Recessed-top range is supported by its own single drawer cabinet, and is designed for use with any standard wood or metal cabinets. Surface units include three 1250-watt, 6" units, and one 2050-watt, 8" unit. Range is available in five mix-or-match colors.

A 27" x 24" space is required to install range, which has a wide-opening 21" master oven.

Write 139 on reply card, page 83.

HYDRAULIC BRICK CLAMP

Special hydraulic brick clamp by Gerlinger Carrier Co., Dept. SBS, Dallas, Ore., is featured in Model W-18 fork lift truck, reportedly equipped to eliminate manual handling in loading and unloading trucks.



Hydraulic power pulls load against rubber-padded carriage face. Hydraulic accumulator assures constant pressure on load. Bricks need not be palletized, but must be strapped to bind load.

Write 140 on reply card, page 83.

WATCH BILL CULLEN SELL FLINTKOTE PRODUCTS FOR YOU TO OVER 20,000,000 VIEWERS!



NBC's "The Price is Right" features the fabulous Story Book House starting September 9 through September 30. Don't miss it!†

Now, *you're* represented on TV—you and all dealers like you across the country who sell Flintkote building products.

Over 20 million TV viewers—thousands of prospects in your own area—will see Flintkote products in actual use. Seal Tab* Shingles . . . Van Packer* Chimneys . . . Stalwart* Sheathing . . . Insulating wool . . . Flexachrome* flooring . . . these and other Flintkote

†Check your paper for time and station.

products will be described to help pre-sell them for you! And that's not all.

Over 18 million magazine fans will read about Flintkote building products. A 12-page section on the Story Book House in full color will appear in Modern Screen, Photoplay, TV-Radio Guide, Modern Romance, True Story and other magazines starting in October.

All this adds up to greater awareness of Flintkote quality . . . greater prestige for you locally as a supplier of quality products for the home. The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.

*Registered trademark, The Flintkote Company



FLINTKOTE STORY BOOK HOUSE—More than 200 builders across the nation are using the Story Book House as a showcase for Flintkote Building Products. Romantica Model pictured will be awarded to some lucky viewer who can guess its retail value (\$27,500 exclusive of land) and the value of the other prizes listed on the program.



*America's Broadest Line
of Building Products*

New Andersen Patio Wall!

*Beautiful, functional, profitable
... ideal for cashing in on big trend
to indoor-outdoor living*

Here's a wonderful new idea and money-maker. You sell the new Andersen Patio Wall as a complete, quality package. Yet it actually consists of handsome Andersen Gliders—plus matching door furnished by you. You have no new parts to stock. There are no installation headaches. And the new Andersen Patio Wall gives you all of the following sales advantages over metal sliding doors.

Easy to sell! The new Andersen Patio Wall is sold only through dealers like you. You're not competing with direct selling sources that handle most metal sliding doors. Despite its superior construction, and weathertightness, it usually sells for less than metal sliding doors of acceptable quality.

Trouble-free, weathertight! Famous Andersen precision manufacturing assures lifetime, trouble-free operation. Andersen Gliders open effortlessly, close in the same plane. Lock pressure-tight for all-weather protection.

Hinged—not sliding—door! Practical. Convenient. Weathertight. No floor level tracks to be damaged or collect dirt and water. No glass at floor to which so many women object. Added protection against dirt, driving rain.

Baseboard convenience! Your customers can install heating, electrical outlets under windows. Protects against rain. Gives floor level insulation and comfort. Eliminates floor breakage of glass.

Natural beauty! Fashioned in wood, new Andersen Patio Wall adds natural warmth and beauty instead of cold metal look. Penta-treating of Andersen Gliders provides permanent protection against termites, decay.

Get complete facts on new Andersen Patio Wall from any of distributors below or write: Andersen Corporation, Bayport, Minn.



Quickly available from complete stocks of these distributors:



ALABAMA
Birmingham Sash & Door Co., Birmingham

FLORIDA
Huttig Sash & Door Co., Jacksonville

GEORGIA
Huttig Sash & Door Co., Atlanta

KANSAS
Rock Island Wholesale Co., Wichita
Rounds & Porter Co., Wichita

KENTUCKY
Huttig Sash & Door Co., Louisville
Weyerhaeuser Distributing Yard, Louisville

LOUISIANA
Davidson Sash & Door Co., Alexandria, Lafayette
and Lake Charles
United Sash & Door Co., Baton Rouge
New Orleans Sash & Door Co., New Orleans

MISSOURI
American Sash & Door Co., Kansas City
Huttig Sash & Door Co., St. Louis



Toombs & Co., Springfield

NORTH CAROLINA
Huttig Sash & Door Co., Charlotte

TENNESSEE
Huttig Sash & Door Co., Knoxville and Nashville
Memphis Sash & Door Co., Memphis

TEXAS
Huttig Sash & Door Co., Dallas

VIRGINIA
Morgan Millwork Co., Arlington
Huttig Sash & Door Co., Roanoke

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION
ANDERSEN CORPORATION • BAYPORT, MINNESOTA

TALK 1960 NOW?

By all means!

*No better time
to do it!*

GARDNER of FLORIDA distributors know how full is our promise to make 1960 the biggest-selling, biggest-profit-making year ever — a real BONANZA year!

You too can participate in the profit-sharing! Your written request for all of our ideas, plans, prices and products will permit us an opportunity of showing how you can convert all four into easy-to-make sales and profits for yourself.

GARDNER of FLORIDA ASPHALT ROOFING, FLOORING, WATERPROOFING COMPOUNDS, WOOD PRESERVATIVES, AUTOMOTIVE UNDERCOATINGS are — each and every one of them — superior in QUALITY to any — yet are all priced pleasingly low — to you and your customer.

If you can afford to buy less than the best — often at considerably higher prices than those we quote — this solicitation is not intended for you. It's meant for Distributors who realize how important is the need for total cooperation from their manufacturer.

GARDNER gives total cooperation on every score — automatically!

gardner

asphalt products co.

post office box 5776
tampa, florida

SILENT SALESMEN

WINDOW MERCHANDISER



Compact window display is built of 1" tubular steel, featuring four windows. Finished in gray baked enamel, display is 7'9" wide and 7'6" high, including brightly colored two-way sign at top.

Display easily moved to change location in showroom. Each unit lacquered. All, except casement, have screens. Each unit identified by red, white, and blue sticker, listing features. Entire framework reinforced with supporting bars.

Contact: Crestline Co., Dept. SBS, Wausau, Wis.

KNIFE DISPLAY PACKAGE

Colorful self-selling display package containing six Andy Push Button utility knives fits on counter or can be used in island display.

Small, compact handy six pack enables customers to see features of knife and its safety retractable blade.



Contact: Anderson Tool & Mfg. Co., Dept. SBS, 3450 N. Kostner Ave., Chicago 41, Ill.

LAWN CARE AIDS

Sales aid service is available to dealers of 1959 line Homko lawn care equipment. Program offers advertising and merchandising aids for all media.

Topping roster is full-color 3-D point-of-purchase floor display. Also offered are color sound movies, radio and TV spot commercials, and full

color catalog sheets and inserts.

Contact: Western Tool and Stamping Co., Dept. SBS, 2725 Second Ave., Des Moines 13, Iowa.

ROTATING NAIL RACK

A rotating display rack to encourage impulse buying and self-service has been designed to hold the Nichols Hardware-Pac consumer-packaging of aluminum nails.



The vivid red and white display rack holds a large supply of most popular types of etched aluminum alloy nails, packaged in red-white-and-blue boxes of similar design, and in quantities suitable for medium-size construction or repair job.

Display rack holds 100 boxes of nails or ten boxes of each of ten different types or sizes.

Contact: Nichols Wire & Aluminum Co., Dept. SBS, Davenport, Iowa.

DEALER EDUCATION

A wide-scale dealer education program has been inaugurated by Armstrong Cork Co.'s Bureau of Merchandising.

Program calls for series of dealer meetings to be conducted on informal basis by each Armstrong wholesale distributor. Meetings are tailored to problems of individual dealer involved, and will include supplementary training films and educational material.

New sound slide-film, "Floors That Help You Decorate for Living," is available for showings by dealers. Designed for showing in conjunction with Armstrong's popular color motion picture, "Decorate for Living." New film makes excellent presentation for designers and decorators.

Contact: Armstrong Cork Co., Dept. SBS, Lancaster, Pa.

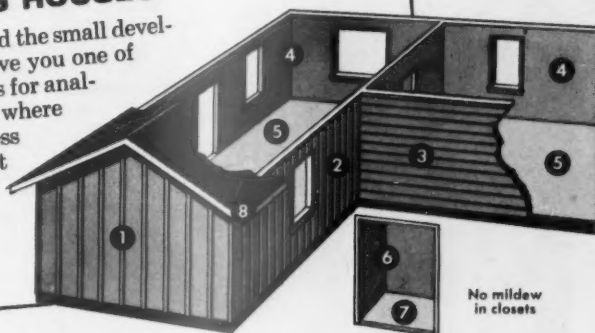
MR. DEALER:

IF YOU ARE BUILDING HOUSES

you can now reduce your materials costs by \$458 to \$1504 per house.
Accept our offer below—to give you a free cost-reduction analysis of one of your best-seller house plans.

IF YOU ARE NOT BUILDING HOUSES

here's how you can sell both the large and the small developer—at a profit. Ask any builder to give you one of his best-seller house plans—send it to us for analysis. We return it to you. You show him where he can reduce his costs—you get business you are not getting now. (We haven't yet failed to prove our case—to the builder's great satisfaction.)



8

**ways to
increase building profits
with increased quality**

Let's get down to dollars—on a 3-bedroom house—with 1200 sq. ft. of exterior wall surface, 3000 sq. ft. of interior wall surface, 960 to 1144 sq. ft. of floor area. Here's how Homasote

Boards—with the highest quality in their field—can save you money over other standard building materials...

**REDUCE YOUR COSTS BY
\$458 TO \$1504 PER HOUSE**

	1 Homasote Board-and-Batten	2 Homasote Grooved Vertical Siding	3 Homasote 12" Siding
4 Homasote Interior Walls	\$204 to \$ 929	\$164 to \$ 889	\$103 to \$ 828
5 Homasote Sub-Flooring	270 to 462	270 to 462	270 to 462
6 Closet Walls	32 to 38	32 to 38	32 to 38
7 Closet Floors	25 to 37	25 to 37	25 to 37
8 Facia and Rake Molds	9 to 12	9 to 12	9 to 12
	19 to 26	19 to 26	19 to 26
	\$559 to \$1504	\$519 to \$1464	\$458 to \$1403

Further savings occur, because application of materials is not included in above prices.
Homasote Boards—in a wide variety of sizes, forms and thicknesses—reduce application costs.

FREE—HOMASOTE'S COST-REDUCTION ANALYSIS. Send us one of your best-seller house plans. (It will be treated in strict confidence and returned to you.) We will be glad to give you the exact cost—in your area—for using each of these eight products on that particular house. You incur no cost or obligation.

Remember—Homasote products give you new selling features as well as lower costs.

Get the facts! Other progressive builders have taken advantage of our **free COST-REDUCTION ANALYSIS.** We haven't yet failed to prove our case to their great satisfaction. Send your house plan to Dept. J-24.



HOMASOTE COMPANY

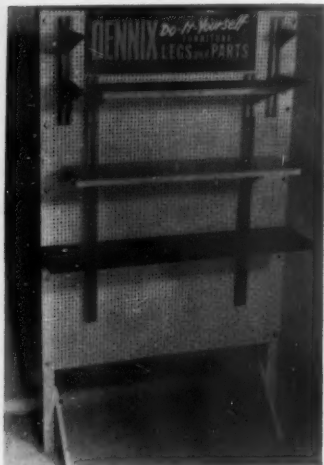
TRENTON 3, NEW JERSEY

Homasote of Canada, Ltd., 224 Merton Street, Toronto 12, Ontario

HARDWOOD SHELVES

Hardwood shelves on adjustable brackets are featured on standing display unit.

Merchandise shown consists of three shelves, with necessary brackets and channels. Extra pair of two-shelf bracket and channel units permits demonstration. Shelves shown in three ways — sanded smooth and finished in walnut and blond.



Contact: Dennix Products Co., Dept. SBS, 33-04 Downing St., Flushing 54, N. Y.

DEALER TILE PROMOTION

As part of Azrock's 1959 sales promotion and advertising program, dealer sales promotion materials will be available, including floor, counter, window, and wall displays.

Included in the sales aids are: a floor-window-counter display featuring Azrock asphalt tile in the new Carpet Tones pattern; a two-sided floor display with Vina-Lux vinyl asbestos tile in grained pastels on one side and carpet tones on the other side; and unique counter card with 3" x 3" tile-samples and national advertising reprints mounted thereon.

Also available will be three-color streamers, approximately 11" x 28", publicizing Vina-Lux vinyl asbestos tile and Azrock asphalt tile; full-color handout literature on each of the current lines; and a handy sales counter folder-holder for literature.

Contact: Azrock Products Division, Uvalde Rock Asphalt Co., Dept. SBS, Box 531, San Antonio, Texas.

DEMONSTRATION TEMPLATE

Pressboard demonstration template, actual size and color of Lima 2 x 14 floor diffuser, is said to help contractors sell new installations.

Placed in position on floor, template looks like installed diffuser. Reverse side points out product features, illustrates diffusion pattern, and includes addressing space.

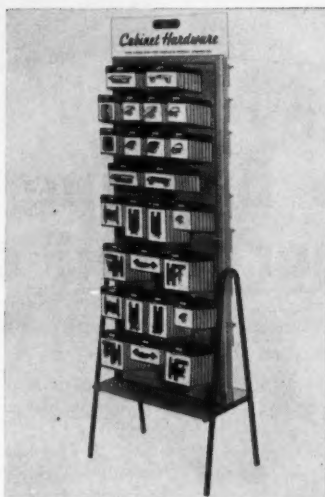
Contact: Lima Register Company, Dept. SBS, Lima, Ohio.

HARDWARE SELF-SERVICE

Fifty-seven cabinet hardware items are individually packed to encourage self-service selling. To prevent shopworn stock, each item is packed on plastic-covered card, carrying sales message and usage information.

Dealer can mount cards or use compact self-service rack, which requires only 2½-sq. ft. floor space.

Two packages, each with layout guides, instruction folder, and prongs, are available. C-200 contains hardware for display on dealer's fix-



tures; C-202 includes hardware and rack.

Contact: Stanley Works, Dept. SBS, 111 Elm Street, New Britain, Conn.

SANDPAPER DISPENSERS

Three counter merchandisers are now available for the 9" x 11" economy size and 3-2/3" x 9" sander size Dragon-Skin steel sandpaper. The three-color display styles are the DS7, containing 12 individually packaged 9" x 11" sheets of Dragon-Skin; the DS4, with 12 individually packaged, ready-cremped, 3-2/3" x 9" sheets; and the A-22 combination display box that contains six individually packaged sheets of each.

Each merchandiser emphasizes the reportedly unique features of Dragon-Skin — clog-free sanding, rasping, shaping, and smoothing of woods, soft metals, plastics, and plaster.

Contact: Red Devil Tools, Dept. SBS, Union, N. J.

BLADE DISPLAY-SELECTOR

A display and replacement blade selector to assist dealers in selling tape rule refills has been announced by the Lufkin Rule Co.

Lithographed in yellow and green, the steel display has six broad hooks for hanging four lengths of ½"-wide blades, and two lengths of ¾"-wide blades.

The blade selector is a slide chart device that designates the proper refill for all brands and item numbers.

Contact: Lufkin Rule Co., Dept. SBS, Saginaw, Mich.

BOX FOR LOCKS

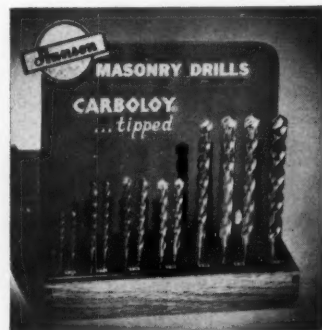
A new method of lock packaging and display allows dealers of Challenger locks to maintain stock with more variety without increasing current inventories. The recently inaugurated package, called the Strip-Pak, presents an efficient, easily-opened package design, and contains ten locks. Opened by pulling a wrap-around plastic strip, the package is vertical and as wide as a single lock box. The Strip-Pak fits compactly on dealers' shelves, and is clearly marked so as to be easily identified when open.

Contact: Challenger Lock Co., Dept. SBS, 4865 Exposition Blvd., Los Angeles, Calif.

DRILL SELF-SELLER

Three - color Self - Seller masonry drills display, available at no cost to dealer, is designed for use on counter or wall.

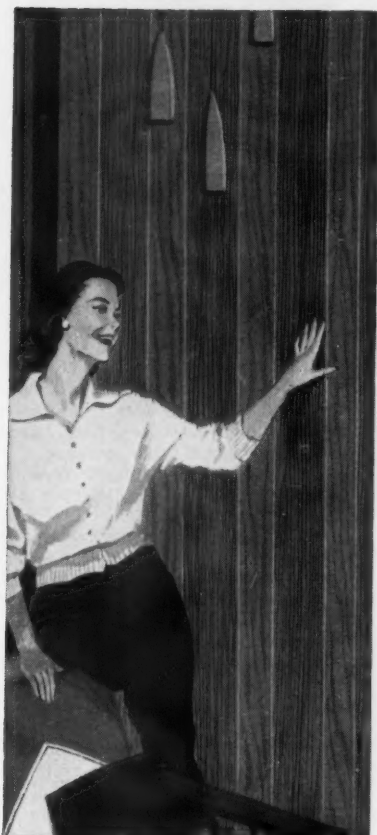
No. 512 Self-Seller contains minimum stock of twelve drills in sizes from 3/16" to 5/8" diameter. No. 535 has a larger stock of thirty-five drills in same sizes as No. 512.



Drills have genuine Carboly (R) tips and heat-treated shanks which eliminate bending under pressure. They drill concrete, cement, masonry, and composition materials.

Contact: Henry L. Hanson Co., Dept. SBS, Worcester, Mass.

Whatever your paneling needs . . . select from the **EVANITE® BIG THREE** at your jobber's!



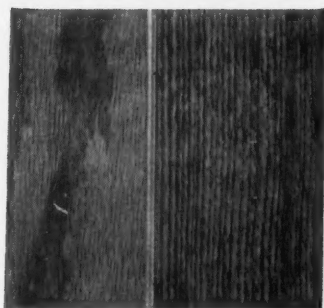
NEW EVANITE POLY-CLAD PLYWALL



EVANITE FIR PLYWOOD



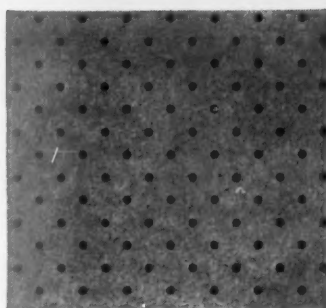
EVANITE DRIFTWOOD HARDBOARD



Half the usual cost of fine wood paneling! New baked-on Poly-Clad finish protects against fading, mars, scuffs and stains. Plywall products plants are at Ft. Wayne, Indiana and Corona, California.



Evans quality—DFPA grade-marked—assures you of the finest interior and exterior fir plywood. Has unlimited building applications. Evans is a member of the Douglas Fir Plywood Association.



Completely factory-finished in a handsome "Driftwood" ivory tone, popular Evanite hardboard comes in a variety of textures, is economical and easy to install. Hardboard plant is at Corvallis, Oregon.

It pays to buy Evanite Building Products from your Plywood Jobber

EVANS PRODUCTS COMPANY • PLYMOUTH, MICHIGAN



CERAMIC TILE EXHIBIT



Multi-colored Vico ceramic tile exhibit holds 27 different samples. Samples of tile blocks can be removed and changed as desired, assuring that display will reflect current trends.

Unit constructed of heavy-duty, satin-finished metal, standing 28" x 27" x 9". It may be viewed from all sides.

Contact: Amsterdam Corp., Dept. SBS, 285 Madison Ave., New York 17, N. Y.

SOUTHERN PINE PROPS

Dealer sales aids are available for close tie-in with Southern Pine Assn. advertising.

Reflective signs, 4" x 12", are prepared for truck bumpers and store display. Also available are decals measuring 4" x 7". Reflector signs and decals have black lettering on yellow background — weather resistant, too. Association offers free newspaper ad mats.



Contact: Southern Pine Assn., Dept. SBS, National Bank of Commerce Bldg., P. O. Box 1170, New Orleans 4, La.

FOUR-DRILL SET

Four Peak drills are offered by Star Expansion Industries in a blue plastic case with clear plastic cover that folds back to set up for counter display or work bench.

Set consists of one each of 1/4", 5/16", 3/8", and 1/2" masonry drills,

shanks of which fit standard 3/16" electric or rotary hand drills. Star Peak carbide drills penetrate up to 3" in depth. Spiral flutes discharge pulverized masonry from hole.

Star Peak drills are also available separately from 3/16" through 1/2".

Contact: Star Expansion Industries Corp., Dept. SBS, Mountainville, N. Y.

FENCING DISPLAY CARD

An unusual 13" x 14" counter display card shows an actual sample of Non-Climbable residential and industrial fencing attached in die cut slots. Board is formed so that viewer gets a third-dimensional effect when looking through the fencing at the illustration of a boy and dog.



Copy on card calls attention to the 2" x 4" mesh size of the fence, its ease of erection, durability, and the fact that it is manufactured from electric furnace steel.

Contact: Northwestern Steel and Wire Co., Dept. SBS, Sterling, Ill.

REDWOOD MERCHANDISING

A ready-made redwood point-of-sale merchandising program has been made available to lumber wholesalers and retailers throughout the U. S. by the California Redwood Association.

The merchandising kit, designed to increase sales of high-quality, upper-grade redwood, contains matchbooks, window streamers, door stickers, product tags, package stickers, stationery stickers, and counter-top literature dispensers for CRA booklets.

Other material offered in this promotional packet includes publicity folders, free ad mats, envelope stuffers, information on CRA-prepared movies, revised pattern and standard specifications booklets, data sheets, and "idea" booklets.

Contact: California Redwood Association, Redwood Dealer Service, Dept. SBS, 576 Sacramento St., San Francisco 11, Calif.

HARDWARE DISPLAYS



Complete gliding door hardware department, covering less than three sq. ft., shows customers how hardware is mounted and operates.

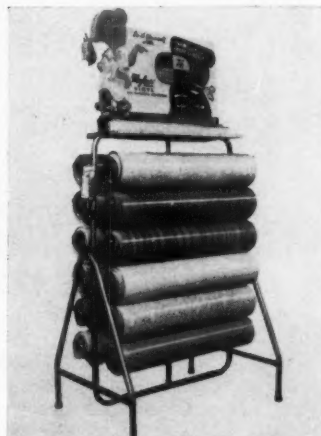
Each of seven displays contains colorful blue wire display rack 41" high, 19" wide, and 18" deep; miniature installation; and assortment of door pulls.

Compact rack holds 36 sets of fully packaged hardware in all popular sizes.

Contact: Kennatrack Corp., Dept. SBS, 1949 N. Cicero Ave., Chicago 39, Ill.

VINYL COVERING DISPLAY

General Tire & Rubber Co.'s building materials division is offering colorful Bolta-Top display stand to dealers. Adjustable to either 32" or 46" widths, stand holds 12 rolls of vinyl counter material. A real space-saver, it is only 26" deep.



Contact: General Tire & Rubber Co., Building Materials Division, Dept. SBS, Englewood Avenue, Akron 9, Ohio.

ANNOUNCING... the new **CURTIS**[®] policy of distribution

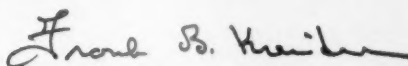
It is now our policy to market our products through independent distributors that we may better serve those who sell, install and use Curtis products.

This important change in the policy of Curtis Companies Incorporated was taken only after an intensive study of the potential market for our products and a close examination of the various methods of distribution available.

This decision was based on two clearly evident factors:

1. The enormous potential of the market for Curtis products.
2. The proved ability of independent distributors to distribute, sell, stock and service Curtis products.

Curtis has already initiated a program to distribute through carefully selected independent distributors strategically located in major marketing areas.

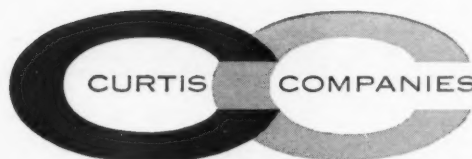


Frank B. Kreider
Vice President—Sales

Mr. Lumber Dealer, the benefits to you are many:

1. Quick availability of ample stocks for prompt delivery.
2. Advantages of mixed-car service for lower costs.
3. Lower total capital investment required.
4. Faster credit in your local trading area.
5. Help in maintaining balanced inventory and reorder levels.
6. Local sales, merchandising and sales training aid to sell profitably in today's quality market.
7. One source for a complete line of top-quality doors, windows and cabinets.
8. Direct communication with Curtis, on policies affecting your business, maintained through regularly scheduled meetings of Curtis Distributor Advisory Panel.

This new distribution policy is but one of a number of important steps that are being taken by the Curtis Companies Incorporated. Every phase of our business is being re-examined so that we may serve with greater efficiency our distributors, their dealers, their builder customers and, most important, the ultimate users of our products. Curtis Companies Incorporated, Dept. SBS-9-59, Clinton, Iowa.



CURTIS COMPANIES INCORPORATED / CLINTON, IOWA

**Individuality and Quality in doors,
windows and FashionWood[®] cabinets**

*opens new markets
(and new profits)*
in the building field



Firestop Bestwall

the original
fire-rated
gypsum
wallboard

Meeting the growing demand for fire safety with economy in office, apartment, commercial and institutional buildings is the big job for which Firestop Bestwall was designed.

Firestop Bestwall is the first drywall material to provide up to one hour fire resistant, load-bearing walls and ceilings with one layer application on both combustible and incombustible framing . . . two hours with two layer application.

No other fire-rated gypsum wallboard has been proven in as many different constructions and received as many approvals as Firestop.

Join the national trend to greater fire safety in all kinds of construction and share in the increased sales and profits that can be yours by promoting the recognized leader, Firestop Bestwall Gypsum Wallboard.

*Your Bestwall representative
has the facts—call him today.*

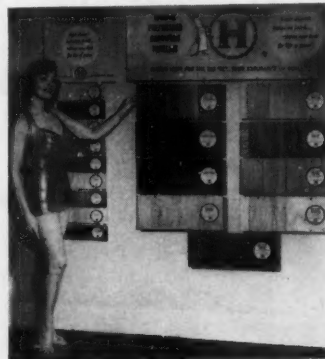
YOUR BEST BUY IS

FIREPROOF GYPSUM
BESTWALL®
BUILDING PRODUCTS

BESTWALL GYPSUM COMPANY • Ardmore, Pennsylvania
Plants and offices throughout the United States

WOOD PANELING EXHIBIT

Wall-type display exhibits various types of Harbor prefinished hardwood paneling.



Display is composed of large header board measuring 4' x 1½' and nine individual samples hung from header board by "s" hooks. Each sample is 20" x 8". Nine types of wood finishes are available. Smaller "flop-down" wall display is offered with header piece measuring 1½' square and samples measuring 4" x 12".

Contact: Harbor Plywood Corp., Dept. SBS, General Offices, Aberdeen, Wash.

CEILING TILE TEST

Selling demonstration any dealer can use to boost sale of ceiling tiles is this "Durolite" scrubability test.

Take some dirt or sweepings from store's floor. Smudge it over piece of Insulite's "Durolite" ceiling tile. Sprinkle with cleanser. Then, with brush and water, scrub tile clean.



"Durolite" comes in white and light ivory colors, sizes 12 x 12, 12 x 24, 16 x 16, and 16 x 32 in ½" thickness. It has flanged tongue-and-groove joint for easy application.

Contact: Insulite, Dept. SBS, 500 Investors Bldg., Minneapolis 2, Minn.

INFORMATION CENTER



BOOKLETS • NEW PRODUCTS • ADVERTISEMENTS

Help yourself to free literature and more details on any products or advertisements in this issue.

Instead of writing a dozen different manufacturers for free literature and more information on new products, just insert in the appropriate space provided on one of these postage-free cards the key numbers of the items in which you are interested, and drop the card in the nearest mail box.

Use the cards also to get details on any advertisement—just insert the name of the company and page number in the space provided.

Southern Building Supplies pays the postage!

SEPTEMBER, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

SEPTEMBER, 1959

Send information on these NEW PRODUCTS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send these CATALOGS and BULLETINS (fill in key numbers):

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

Send free information on these ADVERTISEMENTS:

Company _____	Page _____	Company _____	Page _____
Company _____	Page _____	Company _____	Page _____

My Name _____ Position _____

My Company's Name _____

Address (number and street) _____

City _____ Zone _____ State _____

**These cards
can help
you get
valuable
information**



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & C., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
If Mailed
in the
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BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

Southern Building Supplies

806 PEACHTREE ST., N. E.

ATLANTA 8, GEORGIA



HELPFUL BOOKLETS FREE!

(Use reply card on page 83)

101 Weatherstrip Catalogs — Four new catalogs describing its combination sash balance weatherstrip, full jamb metal weatherstrips, kerf type metal weatherstrips, and nail-on type metal weatherstrips, are available from W. J. Dennis & Co., Dept. SBS, 4008 N. Kenneth Avenue, Chicago 41, Ill.

102 Screen Components, Hardware — In addition to its A.I.A. Homeshield Bulletin No. 35-P-12 on screen and storm sash components, American Screen offers Bulletin HS-2 on Homeshield screen components for patio, porch, and pool enclosures, and A.I.A. File No. 27-A on Harvey sliding and folding door hardware. Each folder includes features, specifications, and construction information. American Screen Products Co., Dept. SBS, 61 E. North Avenue, Northlake, Ill.

103 Paint Products — Colorful brochures describe Prim Alkyd flat wall paint, Veri-Quick vinyl latex primer sealer, Mildont mildew-resistant prep wash and enamels, clear finishes, Aqua Chek clear masonry water-proofer, and MultiTint paints in all finishes and colors. The H. B. Davis Co., Dept. SBS, Bush & Severn Streets, Baltimore 30, Md.

104 Wrought Iron Railings and Columns — A new four-page catalog shows the simplicity of new heavy-weight railing, plus a variety of column designs. Newly-added outdoor lantern posts and lanterns are included. Catalog gives complete dealer merchandising program. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

105 Western Pine — **101 Home Ideas** — Full-color booklet shows 24 pages of provocative ideas for building and remodeling with the ten species of western pine. Single copies free; quantity rates available from the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore.

106 Hardboard Uses — A new eight-page booklet, "How to Use Weyerhaeuser Hardboards" includes detailed drawings and descriptions on structural practices and principles. Photographs and drawings show uses and application procedures of Weyerhaeuser Weytex, Weylite, and Weybase hardboard in typical new-building, remodeling, attic, garage, and farm use. Silvatek, Box S,

Weyerhaeuser Timber Co., Dept. SBS, Tacoma 1, Wash.

107 House Siding Finishes — "Natural Finishes for House Siding" by John Reno gives pertinent data on the kinds, applications, and cost of natural finishes for redwood, cedar, and cypress. The Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

108 Aluminum Siding — Folder describes and gives sales pointers on Tripl-Tite painted aluminum siding. Also shows new and remodeled homes sided with Tripl-Tite aluminum. National Metal Products Co., Dept. SBS, 2 Gateway Center, Pittsburgh 22, Pa.

109 Window Sash Balances — The Spiralflex weatherstrip-sash balance is described in a catalog sheet. The unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

110 Ready-Mix Concrete Equipment — Details are available on the Winslow Ready-Mix plant installation, with specific reference to the cost, operation, and return on investment of the Binanbatch. Winslow Scale Co., Dept. SBS, 25 & Haythorne, Terre Haute, Ind.

111 Aluminum Rail — Literature describes and illustrates Adjusto-Ease decorative iron and Homecraft aluminum rail for level or stair installations. Available in 3'-4'-5' lengths for do-it-yourself trade. Elite Fabricators, Dept. SBS, Bel Air, Md.

112 Home Buyer's Guide — Booklet gives helpful information on house-buying, including such considerations as neighborhood, lot, roofing, insulation, kitchen, hot water, bathroom, plumbing, electrical system, basement, attic, heating, cooling, and financing. Southern Pine Assn., Dept. SBS, Box 1170, New Orleans 4, La.

113 Decorative Door Lights — Catalog describes and gives specifications for Royalite packaged, glazed flush door inserts, decorative moldings and lights, Royalouvers, and oak thresholds. Southern Door Lite Co., Dept. SBS, 46 Westland Boulevard, S.W., Atlanta 10, Ga.

114 Polyethylene Sheeting — Cata-

logs, prices, and samples or pure polyethylene sheeting in three thicknesses, widths from 3' to 10', are available from Warp Bros., Dept. SBS, Chicago 51, Ill.

115 Asphalt Roofing — Detailed information on "Top Cover" asphalt roofing products is available from this Georgia-owned, Georgia-operated roofing manufacturer, reportedly the most recent producer in Dixie. The Piedmont Co., Dept. SBS, P. O. Box 577, Douglasville, Ga.

116 Masonry Fill Insulation — Data sheet gives complete information on Zonolite's new water-repellent insulation for concrete block and cavity wall insulation. Tables show reductions up to 50 per cent in heat transfer, resulting in lower heating and air conditioning costs. Zonolite Co., Dept. SBS, 135 S. LaSalle Street, Chicago 3, Ill.

117 Plaster Reinforcement — A 20-page research booklet reports "The Crack Resistant Properties of Gypsum Lath and Plaster Angles Formed by the Intersection of Walls and Walls with Ceilings Reinforced with Various Types of Metal Reinforcement." It shows the superior performance of Keycorner wire mesh. Keystone Steel & Wire Co., Dept. SBS, Peoria 7, Ill.

118 Aluminum Siding — Literature describes and shows Reynolds aluminum Lifeguard weatherboard siding. Siding is available in horizontal and vertical panels and finished in ten baked enamel colors. Reynolds Aluminum Supply Co., Dept. SBS, P. O. Box 1367, Atlanta 1, Ga.

119 Plastic-Finished Panels — Full-color catalog covers Marlite's line of plastic-finished hardboard wall and ceiling panels. It shows a full variety of colors and patterns — Hi-Gloss, Marble Panel, Wood-panel, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

120 Asphalt Roofing Materials — Four-page catalog insert gives complete specifications, descriptions of uses, and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

121 Fir Plywood Facts — Available to dealers and their employees is a 48-page pocket-size fir plywood guide which includes basic grade-use data, advantages, and much "know-how." Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash.

122 Plastic Water Putty — Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 804-0, Des Moines, Iowa.

123 Recessed Oven and Range Units — A full-color brochure gives information and specifications for Modern Maid built-in ovens and top units. It includes distributor propositions to dealers of sales display space and salesmen to call on builder trade. Tennessee Stove

HELPFUL BOOKLETS FREE!

(Use reply card on page 83)

Works, Dept. SBS, Chattanooga 1, Tenn.

124 Steel Attic Stairs — Descriptive literature gives illustrations and specifications for the low-cost TFC Metal-Fold disappearing stairway. Price lists are supplied on request. Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis 6, Tenn.

125 Masonry Wall Reinforcement — Bulletin gives specifications and shows Dur-O-wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

126 Hardwood Flooring — "The Hardwood Flooring Handbook," a manual for retail lumber dealer salesmen, and "How to Install Hardwood Strip Floors Over Concrete Slabs" contain essential information on hardwood flooring. The Atlanta Oak Flooring Co., Dept. SBS, 920 Glenwood Avenue, S. E., Atlanta, Ga.

129 Wood Window Designs — Folder is available on M W Distributors' new D-List window with diamond-shaped light areas. Another folder, entitled "Does Your Home Have Curb Appeal?" shows different styling of the complete line of R-O-W removable wood windows with Lift-T-Lox balance springs. M W Distributors, Dept. SBS, Rocky Mount, Va.

130 Sash Balance and Metal Weatherstrips — Southern Metal's one-piece sash balance and weatherstrip is described and illustrated in Catalog 57J. Catalog 57B has pictures and specifications for a complete line of thresholds and weatherstrips. Southern Metal Products Corp., Dept. SBS, 1775 Airways Blvd., Memphis 14, Tenn.

131 Pressure-Treated Lumber — "Safeguard Building Dollars With Wolmanized Pressure-Treated Lumber" is a 16-page brochure illustrating applications of lumber treated against deterioration from rot-producing fungi and termites. Koppers Co., Inc., Dept. SBS, 750 Koppers Building, Pittsburgh 19, Pa.

132 Aluminum Jalousies — Conventional and unusual uses for Truscon jalousies are illustrated in a colorful 16-page folder. Detail drawings show how installations are made in wood frame, brick veneer, solid masonry, and concrete block. Truscon Steel Div., Republic Steel, Dept. SBS, 1050 Albert Street, Youngstown 1, Ohio.

133 Hardboard Panels — A 24-page catalog entitled "Guide for Builders" describes and illustrates exterior and interior uses of Masonite hard-

board panels. Physical properties of the panels, proper methods of working with them, and recommended application procedures also are covered. The Masonite Corp., Dept. SBS, Suite 2037, 111 W. Washington Street, Chicago 2, Ill.

134 Aluminum Windows — Twenty Ualco aluminum windows and four Ualco aluminum curtain wall systems are shown and described in a new 40-page catalog, which includes specifications, sizes, and installation details. Also available are individual brochures on windows and curtain wall. Southern Sash Sales & Supply Co., Inc., Dept. SBS, Sheffield, Ala.

135 Asbestos Cement Products — Several brochures and folders show Century No. 5 roofing shingles, Apac all-purpose board, Linabestos and Sheetflextos wallboards for interior and exterior use, and lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Amblerville, Pa.

136 Wood Window Walls — Catalog No. 591 and dealer selling kit cover use of Andersen wood window units for residences, institutional buildings, and light commercial structures. Strutwall, Flexivents, Beauty-Line, Pressure Seal double-hung, gliding, casement, and basement units shown. Andersen Corp., Dept. SBS, Bayport, Minn.

137 Builder Products — Fully-illustrated 32-page booklet describes complete line of Insulite building materials, including sheathing, primed siding, roof deck, shingle backer, ceiling tiles, interior wallboards, hardboards, and insulating wool. Also, handy application tips are offered. Insulite Division, Minnesota & Ontario Paper Co., Dept. SBS, 500 Investors Building, Minneapolis 2, Minn.

138 Steel Farm Products — "Farmers and Ranchers Handbook" supplies 76 pages of data on specifications and plans for the use of steel materials for fencing and roofing on farms. It also includes meat-cut charts, household helps, teen-ager tips. Tennessee Coal & Iron Division of U. S. Steel Corp., Dept. SBS, Fairfield, Ala.

139 Steel Frame Buildings — Eight-page brochure shows standard sizes, details, accessories, and varied uses of Dixisteel rigid-frame buildings. It also presents all-steel triangular or bow-string truss roof systems. Atlantic Steel Co., Dept. SBS, Warehouse Division, P. O. Box 1714, Atlanta 1, Ga.

140 Vitrified Clay Products — Brochure describes W. S. Dickey's coupling. Booklets are also available on Dickey Perma-Line (R) Clay coupling/pipe, and on fittings, drain tile, wall coping, and flue lining. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

141 Wood Window Units — Three folders describe, list full specifications, and illustrate Dierks Snap-Tite removable window units, stack awning, and Light-Lift, double-hung window units. Dierks Forests, Inc., Dept. SBS, 810 Whittington Avenue, Hot Springs, Ark.

142 Aluminum Nails — Brochure shows complete line of Phifer aluminum nails. It explains tempering and etching of aluminum alloy nails. Price list gives dealer costs of "job size" boxes and 50-lb cartons. Phifer Wire Products, Dept. SBS, Box 12, Tuscaloosa, Ala.

143 Bonded Asphalt Roofing — An eight-page color-illustrated booklet contains 22 questions and answers on Lloyd A. Fry roofing, including its durability, full-value bond guarantee, cost, fire protection, weather and wind resistance, and colors. Fry's new 3-tab, 290-pound Shado-Bilt strip shingles also are described and shown in 13 colors and white. Lloyd A. Fry Roofing Co., Dept. SBS, 5818 Archer Road, Summit (P. O. Argo), Ill.

144 Interlocking Asphalt Shingles — A color folder describes and illustrates Ruberoid's asphalt Lok-Tab shingles. Four color blends are featured. The Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

145 Western Lumber Sources — A 48-page booklet gives mill personnel, capacity, and facility information on mills producing Douglas fir, West Coast hemlock, western red cedar, and Sitka spruce lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

146 Stock Woodwork — A 40-page catalog gives specifications, construction, and application details for Curtis wood window styles and types. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

147 Ceiling Tile — A 16-page booklet features Celotex's Hush-Tone and Designer ceiling tile in three "idea" rooms. It also covers other Celotex residential materials. The Celotex Corp., Dept. SBS, 120 S. LaSalle Street, Chicago 3, Ill.

148 Removable Horizontal Windows — A four-page folder describes the Rimco Slide removable horizontal-sliding wood window unit. It emphasizes its styling, economy, weather-tightness, and easy maintenance. Rock Island Millwork Co., Factory Dept. SBS, Rock Island, Ill.

149 Prefinished Paneling — Full-color 24-page booklet shows line of prefinished Weldwood paneling, its installation in interiors, plus complete details for installing in new or old construction, over furring, plaster and masonry. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 36, N. Y.

150 Fiber Roof Coating — "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

151 Wood Shutters and Doors — Descriptive catalog shows beauty, quality, and outlines profits on Wing-Line Fit 'n' Finish shutters, Wing-Crest interior shutters, and Wing-Line Shutterfold doors. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas 6, Texas.

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with a roof that costs
your customer
less!**

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3-D SHADO-BILT
290 lb. ASPHALT
SHINGLES

DESIGNED to create a three dimensional effect . . . it's the roofing style demanded by home-builders everywhere! Available in 14 attractive colors.

GUARANTEED to last . . . a 20-year bond covers labor and materials!

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profit to you, when you can make more money
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Sell FRY 3-D Shado-Bilt 290 lb. Asphalt Shingles—it's a far
superior product to begin with—and it's backed by a 20-year Bond
that makes it cost the customer less in the long run.

In that way, YOU make more money by giving your customers more for
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19 roofing plants strategically located coast to coast
GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

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152 Wood Paneling — Full-color brochures and a folder illustrate and describe plywood, Ripplewood, and California redwood wall paneling. Georgia-Pacific Corp., Dept. SBS, Equitable Building, Portland 4, Ore.

153 Stock Millwork — The "Ideal Millwork" catalog contains pictures, sizes, and specifications of Ideal All-Wether double-hung window units, stack window units, panel doors, Glide-and-Fold closet door units, sliding door units, screen doors, louver doors, window screens, kitchen cabinets. Ideal Co., Dept. SBS, Box 889, Waco, Tex.

155 Metal Lath, Accessories — Colorful catalog shows metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala.

156 Truss Lock Plates — Illustrated folder details the layout, operation, and advantages of Templin truss lock plates and trusses. Templin Associates, Inc., Dept. SBS, Building 6, Airbase, Vero Beach, Fla.

157 Aluminum Screen Doors — Folders are available on Vulco aluminum window screens, rolled formed and extruded aluminum screen doors, sliding aluminum screen doors, and aluminum screen porch enclosures. Vulco catalog of components parts for above products also is available. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue, South, Birmingham, Ala.

158 Incinerators — Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data are given for flue-fed, floor-fed garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13905 Miles Avenue, Cleveland 5, Ohio.

159 Aluminum Nails — Colorful folder includes A.I.A. file giving specifications on Nichols Never-Stain aluminum nails in the complete line of 24 types. Packing data and individual use applications also are included. Nichols Wire & Aluminum Co., Dept. SBS, 1725 Rockingham Road, Davenport, Iowa.

164 Plyclips — Cleveland Plyclips, to eliminate wood blocking on plywood roof construction, are prominent in a new eight-page catalog. Complete specifications are also given on timber rings, framing anchors, shear plates, aluminum windows, area walls, screed and bar supports, and other products manufactured by the company. Cleveland Steel Specialty Co., Inc., Dept. SBS, 3761 East 91st Street, Cleveland 5, Ohio.

166 Woodwork Products — Four color booklets include photographs, descriptions, and specifications for the Bilt-Well Super 7 removable

window, Bilt-Well casements, awning windows, and cabinet units. Two folders are available giving details on the Bilt-Well glass panel Belvedere door and Bilt-Well cabinet units with birch fronts. Caradco, Inc., Dept. SBS, Dubuque, Iowa.

167 Spun Wool Insulation — Literature is available explaining the advantages and savings in the use of insulation with improved Insulaire Spun Wool. Made by a new mineral fiber process, the permanent mineral wool insulation comes in fully guaranteed bags or tubes in standard and odd sizes. Industrial Products Co., Inc., Dept. SBS, Mt. Pleasant, Tenn.

168 Wood Specialty Products — Literature containing information about Bradley-Southern wood products is now available. Trim, moldings, thresholds, panels, stair treads, and flooring in oak and pine are covered. Unit wood blocks in beech and pecan are also produced by the company. Bradley-Southern Division, Potlatch Forests, Inc., Dept. SBS, Warren, Ark.

169 Redwood Advantages — The economical qualities of Simpson redwood are enumerated in material available from this California lumber firm. The insulation value of the wood, its simplicity to work, its paint- and stain-holding superiority, and its resistance to termites and decay are all discussed. Simpson Redwood Co., Dept. SBS, P. O. Box 127, Arcata, Calif.

171 Machine-Made Screens — Literature is available on Rudiger-Lang Tru-Frame, Tension-tite and Roll-Away window screens. The automatic machine production is said to afford the advantages of greater uniformity, better quality control, and lower cost. Rudiger-Lang Co., Dept. SBS, 2701 Eighth Street, Berkeley 10, Calif.

173 Vitrified Clay Pipe — Circular describes the Oconee wedge lock, a factory-made plastic joint that reportedly snaps together instantly. Information also is available on Oconee's line of burned clay products, including vitrified clay pipe, vitrified clay fittings, vitrified flue liners, drain tile, and face brick. Oconee Clay Products, Dept. SBS, Milledgeville, Ga.

174 Aluminum Weatherstrip — Literature is available describing the efficiency and durability of MetaLane weatherstrip on window units. MetaLane reportedly never loses its resilient weather-tightness, will not corrode or wear, will not discolor masonry or woodwork, and always keeps windows operating freely. Monarch Metal Weatherstrip Corp., Dept. SBS, 6343 Etzel, St. Louis 4, Mo.

175 Fiberglass Panels — Promotion material, including newspaper mats, displays, booklets, folders, posters, and streamers for plasticated panels and Barclite fiberglass panels are now available from Barclay Manufacturing Co., Inc., Barclite Corp. of America, Dept. SBS, Barclay Building, New York 51, N. Y.

176 Gypsum Wallboard — Descrip-

tion of Bestwall fireproof gypsum wallboard — reinforced with glass fibers for simpler application, clean scoring and snapping, and crack resistance — is included in material offered by Bestwall Gypsum Co., Dept. SBS, Ardmore, Pa.

177 Drawer Slides — Information regarding KV drawer slides is available. Five slides, ranging from the lightweight extension slide to the extra heavy-duty model, are described. The slides are said to be so constructed as to prevent drawers from sagging or sticking. Knappe & Vogt Manufacturing Co., Dept. SBS, Grand Rapids, Mich.

178 Roofing Shingles — Based on just ten colors, the "Color-Tuned" line of roofing shingles is the subject of informative material offered by the manufacturer. Such advantages as reduced inventory, freeing capital, and faster sales are pointed out. Certain-teed Building Products Corp., Dept. SBS, Ardmore, Pa.

179 Redwood Lumber Products — Dealers may obtain informative literature concerning Noyo redwood sidings and moldings. The company prides itself on careful milling, shipping, and high quality maintenance of its certified KD, treated, or natural redwood. Union Lumber Co., Dept. SBS, Fort Bragg, Calif.

180 White Fir Lumber — Details on kiln dried TW&J white fir lumber are available, covering its qualities, uses, sizes, and delivery information. Information also covers TW&J white fir lineal moldings and flush door cut stock. Tarter, Webster & Johnson, Inc., Dept. SBS, P. O. Box 3498, San Francisco 19, Calif.

181 Sliding Glass Doors — Information concerning the competitively priced Britt sliding glass door — with frame and vents that accommodate standard and 5/8" insulated glazing — can be obtained from Britt Sliding Door Corp., Dept. SBS, P. O. Box 6735, Houston 5, Texas.

182 Millwork Products — Information concerning all types of millwork products — Satin Seal door and window units, by-passing and pocket door frames, windows, frames, louver doors and blinds — may be obtained from the Huttig Sash & Door Co., Dept. SBS, St. Louis 10, Mo. Also catalogued are addresses of representatives, assembly plants, and warehouses.

183 Fireplace Units — Construction information is available for five Heatform models of various sizes — each reported to accommodate any design of single or multiple opening fireplace. Also available at nominal cost is a 52-page book containing information about 88 Heatform fireplace designs selected from national competitions. Superior Fireplace Co., Dept. SBS, 4325 Artesia Avenue, Fullerton, Calif.

184 Steel Buildings — Information on the Cuckler Steel Span profit building plan is available to dealers from Cuckler Steel Span Co., Dept. SBS, Monticello, Iowa.

185 Extra-White Cement — Informa-

Donley ...

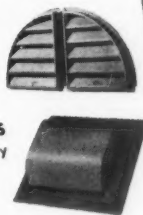
means supermarket shopping!

...for metal building products

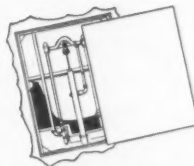
Because of the tremendous line of Donley Products, "supermarket" shopping becomes a reality. It means you can place one order for a wide range of fast selling items. It means you can receive these products all in one shipment. It means you'll get quantity discounts that will mean greater profits. Donley products combine functional design, quality materials and modern manufacturing methods . . . and you'll be able to satisfy your most discriminating customers. Today . . . after sixty-five successful years . . . Donley knows that quality pays . . . for our dealers . . . their customers . . . and for us.



Complete line
All types
VENTILATORS
For upper story
Roofs
Foundation



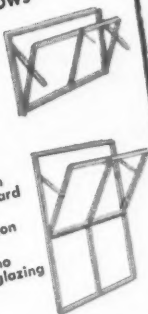
Flush Fit
No special framing
Sturdy
ACCESS DOORS
Concealed Hinge-Lugs
All sizes



All steel construction
MORTAR BOXES & TUBS
Smooth interior
Easy to handle



UTILITY WINDOWS
All steel
Electrically
welded
Fitted at
factory

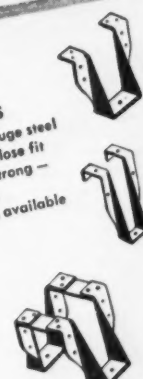


Available in
all standard
sizes
Two position
stops
Putty or no
putty glazing

**AREA
WALLS**
Complete line
Five standard heights
Galvanized steel
Close-ribbed, strong



**JOIST
HANGERS**
Heavy gauge steel
Provide close fit
Safe — strong —
Durable
3 Types available



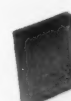
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DAMPERS**
Available to fit fireplaces
from 2 to 8 feet in
opening width. Rust
resistant. Positive draft
control. All types
of fireplaces.



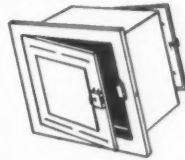
DUTCH OVEN DOOR
Sturdy
Easy fit



**ASH
PIT
DOORS**
Shovel sized for
easy ash removal



**MILK & PACKAGE
RECEIVERS**
Insulated
Close fit
Reversible
Easy to install



7562-DB

The Donley Brothers Company
13905 Miles Ave., Cleveland 3, Ohio

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| <input type="checkbox"/> Ash & Oven Doors | <input type="checkbox"/> Dampers | <input type="checkbox"/> Milk Receivers |

Name

Company

Address City State

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tion on uses, advantages, and specifications of Trinity White portland cement — claimed to be the whitest of all cements — is available from Trinity White Division, General Portland Cement Co., Dept. SBS, Chicago, Ill.

186 Millwork Products — Information concerning manufacture, treatment, finger jointing, and shipping of its standard items, plus moldings, interior trim, and glued panels, is available from the Ralph L. Smith Lumber Co., Dept. SBS, Anderson, Calif.

187 Removable Window — Information concerning 1866 Curtis Woodwork products is available from this Atlanta wholesaler and jobber of building materials. Particular attention is paid to the Curtis Style-trend removable window, a product said to be weathertight, easy to paint, to install, and to operate. Other features include new outside casing design for masonry, brick veneer, or frame construction without mitered corners. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

188 Natural Wood Shakes — A color-illustrated booklet shows the natural beauty, colors, and texture of Shakertown wood cedar shakes. It shows various applications for the shakes, such as gable ends, fence partitions, wainscoting, and windscreens. Illustrations and information also are furnished for Shakertown jiffy corners, sidewall shakes, heavy-duty stain, handsplit shakes, and Shaker-town glumac units. Shakertown Corp., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio.

189 Acoustical Products — A 32-page illustrated catalog describes the acoustical products line of the Simpson Logging Co., including Forestone fissured woodfiber tile, ceiling board, standard and random drilled acoustical tile, roof deck, fissured mineral tile, metal acoustical units, perforated cement asbestos board, and perforated hardboard. Simpson Logging Co., Dept. SBS, Shelton, Wash.

190 Adjustable Louvers — Descriptive folders are available on Leslie Adjust-A-Pitch series LX king-size louvers, fixed triangular louvers, and Leslie's rotary turbine ventilators, stationary-type, or revolving head-type ventilators. Literature includes illustrations, specifications, sizes, and dimensions. Leslie Welding Co., Dept. SBS, 2943 W. Carroll Avenue, Chicago 12, Ill.

191 Shellac and Primer — Folder gives description and simple instructions for using Fulton Pure Shellac to finish new or scraped floors, to finish unpainted furniture,

cabinets, paneling, shelving, and to prime and seal walls and woodwork. It also describes Fulton Q-Dee Primer — said to prime, seal, and kill stains on any type surface. Fulton Chemical Co., Dept. SBS, Sumter, S. C.

192 Window, Door Screen Frames — "Manufacturing Methods and Assembly Order Manual" gives step-by-step illustrated information on Aluma-Fab window and door screen frames. Detailed specification sheets are included on aluminum window and screen door frame and accessories, aluminum combination storm window materials, triple-track and triple-tilt storm window materials, and aluminum storm door frames and accessories of the Southeastern Tool & Die Co., Dept. SBS, P. O. Box 263, Birmingham 2, Ala.

193 Metal Building Products — Catalog describes complete line of Quaker State metal building products for farm, home, and industry. Separate pages are available on such items as aluminum soffit material in rolls, galvanized re-usable footer forms, and pre-formed aluminum and galvanized termite shield. Quaker State Metals Co., Dept. SBS, Lancaster, Pa.

194 Plastic Finished Paneling — Full-color booklet describes uses of decorative wallboard, showing its installation in kitchens, bathrooms, and playrooms, in tile and pearlstone finishes, as well as wood-grained and marble-tone hardboard. A special section is devoted to company's new perforated hardboard. Panelboard Manufacturing Co., Inc., Dept. SBS, 222 Pacific Street, Newark 5, N. J.

195 Builders' Lock Information — A new eight-page "Builders Booklet" No. 688 illustrates beauty, convenience, and dependability of Schlage locks. It includes complete selection of lock and escutcheon designs, exploded views of lock assemblies, and concise installation instructions. Schlage Lock Co., Dept. SBS, P. O. Box 3324, San Francisco 19, Calif.

196 Display Equipment — Illustrated folder, price list, and separate catalog sheets are available on Multiplex all-steel display and selling equipment, including upright NRLDA visual display boards, swinging door merchandisers for doors, paneling and lumber specialties, swinging wing displays, small floor or counter merchandisers, and home planning book wings. Multiplex Display Fixture Co., Dept. SBS, 910 N. Tenth Street, St. Louis 1, Mo.

197 Building Specialties — Illustrated folder is available on Witten building specialties, including cast iron and aluminum foundation vents, cast iron carport columns, brackets, and ornamental iron railing, aluminum thresholds with vinyl weatherstripping, ornamental aluminum screen door designs, reversible sliding door hardware, and folding door hardware. Witten Metal Products Co., Dept. SBS, 310 East Long Street, Gastonia, N. C.

198 Plywood Sales Aids — Willamette Valley Lumber Co. offers folders

describing dependability and other features of Teco-tested plywood. One folder shows all Teco grade stamps, giving uses. Additional folders feature other Willamette products. Willamette Valley Lumber Co., Dept. SBS, Dallas, Ore.

199 Hardboard Finishing — Six-page A.I.A. booklet No. 23-L gives general finishing tips and detailed finishing suggestions for Evanite hardboards, with flat wall paints, enamels, colored stains, clear or natural finishes, and exterior painting. Hardboard Division, Evans Products Co., Dept. SBS, Corvallis, Ore.

200 Special Prefab Lites — Familiar shapes in door inserts, glazed with exciting art glass in striking patterns of gold and black, described in color brochure. The Visador Co., Dept. SBS, 940 Visador Rd., Jasper, Texas.

201 Poly-Clad Plywall — Descriptive folders are available on Poly-Clad Plywall, with information on installation, care, and maintenance. Literature includes illustrations, specifications, sizes, and dimensions. Plywall Products Company, Inc., Dept. SBS, P. O. Box 625, Fort Wayne, Indiana.

202 Aluminum Windows — Details on Ware residential aluminum windows are available in an illustrated booklet, containing qualities, sizes, specifications, and full size details on installation. Ware Laboratories, Inc., Dept. SBS, 3700 N.W. 25th St., Miami, Fla.

203 Block Anchor Bolts — Catalog sheet describes Stepco concrete anchor bolts, with photographs showing application. Steel Products Mfg. Co., Dept. SBS, P. O. Box 25, Tocca, Ga.

204 Moisture Register — Technical data is offered on electronic instruments. Model 5 can be used on hard and soft woods, from peeled logs to finished product. Moisture Register Co., Dept. SBS, P. O. Box 910, Alhambra, Calif.

205 Sash Hardware — Illustrated catalog available to dealers includes basic material on sash hardware. Grand Rapids Hardware Co., Dept. SBS, 560 11th St., N. W., Grand Rapids 2, Mich.

206 Two-Way Panel Saw — Product, which can cross-cut tileboard, plywood, plastic laminates, and hardboard, is described in literature. Richard C. Bennett Mfg. Co., Dept. SBS, Box 331, Laceyville, Pa.

207 Aluminum Louvers — Details contain specifications on complete line of aluminum and galvanized LoManCo louvers. Louver Mfg. Co., Dept. SBS, 3603-SB, Wooddale Ave., Minneapolis, Minn.

208 Hardware Brochure — Fourteen page brochure features eye-catching exterior and interior hardware installations to help home-owner-builder select proper decorative and functional pieces. Full-color illustrations simplify selection of correct hardware for various architecture. Medalist Hardware Div., National Lock Co., Dept. SBS, Rockford, Ill.

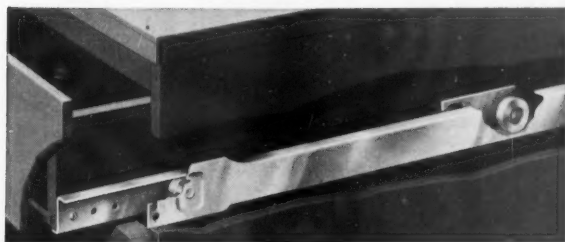
KV drawer slides give you more of just what you're looking for!

*★ Top Quality ★ Easy Installation ★ Trouble-free Performance
...and the best known line in the business!*



K-V OFFERS YOU the most complete line of drawer slides on the market today for every type of installation. Fast-selling too, because builders and householders recognize their quality and performance. Well designed, sturdily constructed; keep drawers from sagging or sticking. Quickly and easily installed. Ask your K-V sales representative about this great line—soon.

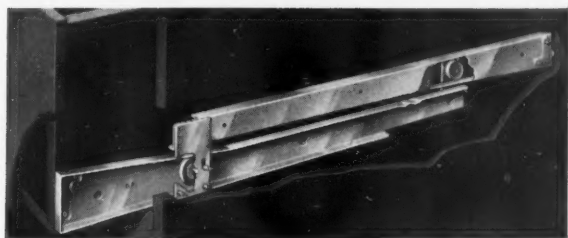
No. 1300 drawer slide.
Lightweight extension slide. Up to 50 pound capacity. Ball bearings, nylon rollers. Sizes 12" to 28".



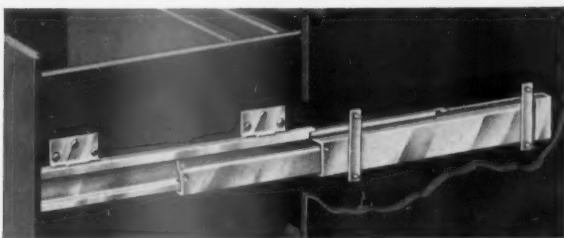
No. 1100 drawer slide. Ideal for kitchen and other home cabinets. Full 25 pound capacity. Nylon rollers. Sizes: 18" to 24".



No. 1400 drawer slide. (Full-Extension) Self-lubricating frictionless bearings; won't sag under 100 lb. loads at full extension. Sizes: 12" to 38".



No. 1600 drawer slide, with 100 lb. load. Closes automatically when drawer is within 6" of closing. Ball bearing nylon rollers. Sizes: 17" to 27".



No. 1700 drawer slide. (Full-Extension) Extra heavy-duty, fully progressive. No strain even under loads of 100 pounds or more. Sizes: 17" to 27".

Knap & Vogt Manufacturing Company, Grand Rapids, Michigan
MANUFACTURERS OF ADJUSTABLE SHELF HARDWARE, SLIDING AND FOLDING DOOR HARDWARE, CLOSET AND KITCHEN FIXTURES AND HANDY HOOKS FOR PERFORATED BOARD



Casey



Mills

F. C. Russell Co. . . . VICTOR B. CASEY has been elected executive vice-president and general manager of this manufacturer of windows and

doors, in complete charge of all company operations. Casey joined the company as assistant to the president, last April becoming vice-president. He formerly was vice-president and manager of Stanley Building Specialties Western Co., El Monte, Calif. **STUART MILLS** is the recently-elected secretary and treasurer. Mills joined the company in 1950. In 1951, he was named assistant treasurer, becoming secretary in 1957.

Masonite Corp. . . . EARL W. HADLAND, for 12 years the company's manager of dealer sales, has been



Hadland



Moore

appointed to the newly-created post of general merchandise manager. Starting as office boy with the company when it began business in 1926, Hadland worked his way up in various offices and field positions. He became manager of the Chicago division in 1942, and manager of dealer sales in 1947. D. J. MOORE has been promoted from manager, Chicago dealer division, to eastern sales manager, building products department, with headquarters in Chicago. Moore joined Masonite in 1931, becoming a dealer salesman in the Midwestern division in 1933. He was named manager of the northwestern division, with headquarters in St. Paul, in 1948. Two and a half years later he returned to Chicago to become manager of the Midwestern division.



IMMEDIATE SHIPMENT *when your order is received!*

You can always depend upon America's oldest and largest manufacturer of residential window operative hardware and weatherstripping for prompt, efficient service. Stocks in our Grand Rapids plant and our Atlanta warehouse are maintained at such high levels that we can assure you shipment when your order is received.

Our continuous research and development has resulted in many new and basic advancements. In our all-out effort to give you the *best for less*, savings effected through our mass production program are immediately passed on to our customers.

We are represented throughout the nation by a staff of experienced sales engineers who stand ready to help you solve any special problem that may arise. We consider it a privilege and a pleasure to be of service to you . . . call on us any time!

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GRAND RAPIDS HARDWARE CO.

QUALITY LEADERS IN SASH HARDWARE FOR OVER 60 YEARS

560 — 11th STREET, N. W.

GRAND RAPIDS 2, MICH.



Schenck



Meyer

Certain-teed Products Corp. . . . J. PHILIP SCHENCK has been appointed manager of the company's York, Pa., plant. Schenck was formerly plant manager of Certain-teed's Savannah, Ga., plant. During the past 33 years, he has held positions in Savannah and Kansas City plants. PAUL E. MEYER, formerly plant manager at East St. Louis, Ill., succeeds Schenck as plant manager in Savannah.

Reynolds Aluminum Supply Co. . . . EDWARD B. ROGERS, Richmond territory salesman, has been named assistant to Branch Manager WALTER J. GANS JR., responsible for operations and inside sales. Rogers, with the company since 1939, is a native of Birmingham, Ala., and has been in Richmond since 1953.



Masonite's new **PANELOK** wall --the hottest profit line in years!

Here it is—the exciting Panelok® wall system that's winning builder and consumer favor fast. Why? Because it's the first paneling ever to offer handsome factory grained walnut finishes at a sensible price and it's a working wall to boot! Hidden lockstrips between the panels support shelves, racks, cabinets and other Adjust-A-Bilt* accessories which can be changed in seconds without harm to the surface! For you, Panelok means better profit right away; here's why:

There's nothing like it anywhere—meaning wide-open sales possibilities. It sells—at 50% markup—for less than cost of many prefinished plywood panels. And built-in future sales of accessories are assured.

There's no limit to the market—ideal for new homes, remodeling, commercial and industrial applications. Sales opportunities almost unlimited!

The amazing Panelok wall system is yours to feature in 2' x 8' panels of sturdy Masonite® hardboard in four beautiful Royalcote® wood-grain finishes, or unfinished ready for painting.

Find out now about the tremendous profit possibilities and the hard-hitting promotion package that await your first Panelok order. Contact your Masonite wholesaler or representative, or write to Masonite Corporation, Dept. SBS-9, Box 777, Chicago 90, Illinois.

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CLEVELAND, OHIO • NOV. 14-17.

MASONITE 
CORPORATION

*Reg. T.M. U.S. Pat. Off. by L. A. Darling Co.

®Masonite Corporation—manufacturer of quality panel products.

SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1959

For more details on above items, use Coupon on Page 83

93



Walker



Klein

Caloric Appliance Corp. . . . HARRY S. WALKER is newly-appointed director of sales, responsible for all

sales operations. VICTOR L. KLEIN has been named to the recently-created position of director of advertising and promotion, including all media and literature advertising and sales promotion for appliance and architectural products. Walker previously was sales promotion manager, beginning as a sales representative in the Southwestern Division and later serving as sales manager. He attended Tulane and Loyola Universities in New Orleans, La. Klein, a graduate of Bucknell University, joined Caloric in 1951 as advertising manager.

Simpson Redwood Co. . . . GILBERT L. OSWALD has been named general manager, assuming complete responsibility for management of Simpson's northern California properties and facilities. Oswald came with Simpson in 1946, joining the California operations in 1958 as assistant general manager. GORDON J. MANARY, connected with the lumber industry for over 40 years, will continue as company vice-president until his retirement, and will act as advisor to California operations. Manary will do special assignments for Simpson Timber Co., parent organization at Seattle.

Yale and Towne . . . J. J. CURRY, veteran of more than eight years in the sales and service of industrial lift truck equipment, has been named Midwest regional sales manager. Curry will supervise and coordinate activities of factory sales, service branches, and franchise representatives in Kentucky, and elsewhere in the Midwest.

Caldwell Mfg. Co. . . . JOHN J. FEDICK succeeds F. DEAN LOWELL as sales manager of this sash balance manufacturing firm. Fedick was formerly marketing manager, aluminum window industry. Since coming to Caldwell in 1954, Fedick has been sales engineer, advertising manager, and sales traffic manager.

Tarter, Webster & Johnson, Inc. . . . AUGUSTUS H. STRANGE JR. is new manager of TW&J's Redding, Calif., buying and wholesale office. Assisting him is VIRGIL MASTELOTTO, who has been transferred to the Redding territory from Lakeview, Ore. Strange has served as salesman in the Fresno distribution yard and as manager of Douglas fir and redwood sales division in San Francisco. Mastelotto previously worked in lumber sales.

Bird & Son, Inc. . . . J. DOUGLAS JOHNSTON, former Southwestern manager for the Building Products Div. in Shreveport, La., has been promoted to Eastern manager. Johnston's successor is ROBERT F. JENKINS, former sales manager of the Dixie District. Johnston, former salesman on Cape Cod, became Eastern Div. manager in 1943, and was appointed Southwestern manager in 1954. Jenkins joined the company as a salesman for the Shreveport office. He was a sales service manager, and since 1956, has been sales manager of the Dixie District.



5970

Powerful Advertising and Sales Aids help you sell new Marlite Random Plank

Consistent advertising in leading national consumer magazines such as BETTER HOMES AND GARDENS, FARM JOURNAL, SUNSET, POPULAR SCIENCE and POPULAR MECHANICS is pre-selling your building and remodeling prospects. Ads in additional publications reach the architect, builder, contractor, businessman in your community.

Tie in with this powerful program. Put these free sales aids to work for you and establish your store as Marlite Random Plank headquarters: 1. Full-color envelope stuffer 2. Full-color counter display (shown above) 3. Wall display of actual samples 4. New ad mats and radio spots 5. Colorful wall banner 6. New color deck.

Start making money with Random Plank—Marlite's newest and most exciting product for random-effect walls in any room. Call your wholesaler now, or write Marlite Division of Masonite Corporation, Dept. 997, Dover, Ohio.



Marlite®
plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

DEALER NEWS

WEST VIRGINIA

HUNTINGTON: Carolina Lumber Co. will build a lumberyard and retail sales outlet near Proctorville, Ohio, at an estimated cost of \$100,000. The new plant will feature a complete line of lumber and building supplies. It will make the ninth location for the Huntington firm.

SHREWSBURY: Fire engulfed the Seabolt Lumber & Building Supply Co. here, destroying stacks of dried lumber, storage buildings, a mill, and a store operated by the company. Cause of the blaze and estimate of damage were not immediately determined.

CHARLESTON: Fire of undetermined origin caused damage estimated at \$150,000 to Lory Lumber Co. here. The Lory fire is the third in a week for southern West Virginia. Other yards destroyed were Seabolt Lumber Co., Shrewsbury, and Kenova Box Co., Kenova. Loss is covered by insurance.

BUCKHANNON: Origin of blaze at Cook Lumber Co. here remained undetermined. Fire in plant buildings caused considerable damage.

FLORIDA

FORT LAUDERDALE: L. M. Johnston Jr. is newly-elected president of the Lumbermen's Credit Assn. of Broward County, an organization designed to provide members with credit information about prospective customers. Johnston succeeds Gene A. Whiddon. Other officers include Ed Dietrich, vice-president, and Roy Webb, secretary-treasurer and manager. Officers and J. A. Burns comprise the board of directors.

LOUISIANA

CHARTERS OF INCORPORATION: Area Specialties Co., Inc., Baton Rouge, building materials and supply business, listing authorized capital stock of \$50,000; and Miller-ville Lumber Co., Inc., Iota, notice of dissolution of charter of incorporation.

MISSISSIPPI

JACKSON: Evans Lumber Co. recently held a three-day celebration for the grand opening of its expanded operation. The one-stop shopping center now carries appliances, paints, hardware, wallpaper, and other building materials.

NORTH CAROLINA

CHARTERS OF INCORPORATION: Baker Lumber Co., Bakersville, authorized capital \$100,000, to begin business with \$10,000, by George M. Baker, Charles S. Baker, and Ernest H. Poteat; Hedgecock-Lain Lumber Co., Lexington, authorized capital \$100,000, to begin business with \$300, by D. S. Hedgecock, F. R. Williard, and J. B. Shackelford; and Snow Supply Co., Inc., Spray, authorized capital \$100,000, to begin business with \$300, by Russell R. Snow, Lena O. Snow, and Roy Saunders; Brittain Lumber Co., Statesville, authorized capital stock \$100,000, to begin business with \$20,000, by Foy P. Brittain, Eugene G. Baker, and A. B. Raymer.

OKLAHOMA

OKLAHOMA CITY: Charles H. Beebe, assistant manager of Davidson & Case Lumber Co.'s Derby, Kan., yard, now heads the firm's Canton operation, succeeding Sam Easley, who transferred to the El Reno plant.

SEMINOLE: New manager of Seminole Lumber Co. is Don Savage, who succeeds Jim Williams.

SOUTH CAROLINA

DARLINGTON: An estimated \$35,000 in damages resulted when fire broke out at Chesterfield Lumber Co. here. Two buildings were destroyed. There were indications that the fire smoldered for several hours.

TEXAS

HOUSTON: James Evans has been named general manager of home construction for Statewide Lumber Co. His main responsibility is supervising residential construction by the Modern Homes Division of the firm. Evans is a member of the Society of Residential Appraisers and the Houston Home Builders Assn.



BMMG LATCHSTRING IS WAY OUT — Those 351 doorway numerals, at top, mark attractive front-door entrance to new headquarters office of the Building Material Merchants of Georgia at Perry. On South US 41 highway, the association's new location logically places headquarters activity squarely mid-state, now more quickly accessible to all "Cracker" dealers. On sparkling pine-paneled walls of his private office, BMMG Executive Secretary Herb Drews, above left, points out his association's geographical divisions for Atlanta salesman Tom Moore of Associated Mutuals Insurance Co., official insurer for BMMG members.



NEVAMAR CAREFREE KITCHENS, INC., hosted these Florida dealers and distributors at a recent general sales meeting at its home office in Odenton, Md. Purpose was to discuss sales promotion and training, distribution and dealer problems, and consumer appeal of Nevamar laminated cabinets. Following the meeting, a tour of Nevamar and National Plastic Products Co. gave visitors an opportunity to view manufacturing of kitchen units and laminates.

Dixie Jobbers Preview L-O-F Fall TV Drama

In a coast-to-coast closed-circuit television presentation, Libbey-Owens-Ford Glass Co. recently previewed its new television show, "Bourbon Street Beat," for more than 300 independent glass distributors, assembled in nine cities, including southern cities of Atlanta, Dallas, Memphis, and Richmond.

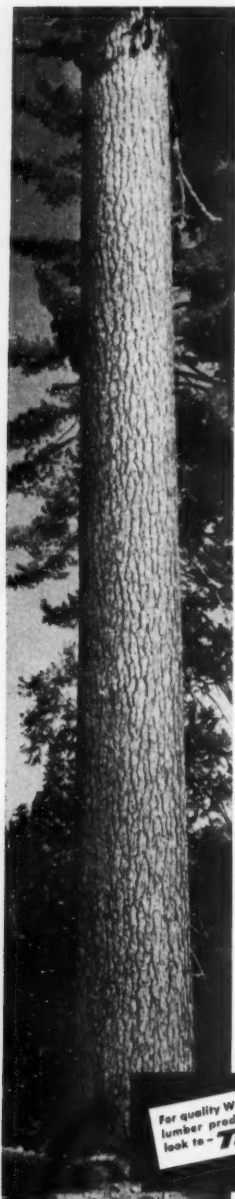
"Bourbon Street Beat," a weekly dramatic series of sleuthing set in old New Orleans, will be seen on more than 100 ABC-TV network stations in the 8:30-9:30 p.m. time-period beginning Monday, Oct. 5.

Produced by Warner Bros., the program follows the adventures of two private investigators, who have hung out their shingle in the French Quarter adjoining the Old Absinthe House.

Richard Long has the leading role of Rex Randolph, gently-reared son of the South who takes up sleuthing after a stint as assistant in the district attorney's office. Andy Duggan plays Randolph's rough-and-ready partner, Zachary Calhoun.

Arlene Howell appears as Melody Lee Mercer, owner of the Bourbon St. building where Rex and "Cal" have offices. And Van Williams is Kenny Madison, a college youth who would like to be in tune with Melody.

"Taste of Ashes," the first episode, establishes background for the teleplay series. In this introductory segment, Randolph's one-time partner is found dead in a New Orleans suburb. Randolph, who goes to investigate, comes into direct conflict with "Cal" Calhoun, a holdover from the old police force in town. The conflict dissolves as each wins the other's respect, and the two become partners.



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LUMBER

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- ✓ Incense Cedar Boards
- ✓ Redwood Commons and Selects
- ✓ Ponderosa Pine and Fir Mouldings
- ✓ Readymade Fence

TW&J sawmills manufacture lumber products from six Western Woods. To give the trade complete one-call service on all West Coast lumber products TW&J have buying offices in producing areas to handle the cut of additional major Pacific Coast sawmills.

1960 is TW&J's 50th YEAR in the LUMBER BUSINESS

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MANUFACTURER NEWS

BIRMINGHAM, ALA.: For three consecutive years, **Southeastern Tool & Die Co., Inc.**, has operated with a perfect safety record. And this southern manufacturer of screen and storm door and window frames recently won a top-honor award from its insurance carrier. Frank Mason, secretary - treasurer, accepted the trophy from Warren Brown, Atlanta, Ga., safety engineer for Employers Mutuals of Wausau, Wis. Earlier this year, Southeastern Tool & Die also won a gold award in the safety contest sponsored by National Tool and Die Manufacturers Assn. for outstanding performance in preventing work injuries.

HIALEAH, FLA.: Record six-month sales figures have been reported by **Perrine Industries**, jalousie door rim manufacturer and glass jalousie louver processor. For the six-month period ended April 30, Perrine's consolidated sales totalled \$1,551,699 — up 46 per cent over the \$1,058,602 figure reported last year.

ST. PETERSBURG, FLA.: **Hilti of Florida**, Rapid Fastening Systems Division, has opened general office and new product development department here. The company, independent division of Hilti Rapid Fastening Systems, Stamford, Conn., will be responsible for sales and service throughout Florida and the Southeastern states of Hilti drive tools, new concept of fastening into concrete, steel, and masonry, including terrazzo.

ORLANDO, FLA.: **Trane Co.**, manufacturer of air conditioning and heating equipment, has opened a new sub-office here. James A. Driver, formerly of the Gainesville, Fla., office, will take charge.

TOCCOA, GA.: **Steel Products Manufacturing Co.** has appointed Fry-Holbrook and Associates of Atlanta, Ga., as their manufacturer's agents for the Southeast.

ROME, GA.: **V. E. Anderson Manufacturing Co.** will construct a new plant here. The company has options on two sites, one of which will be selected for construction of an 83,000 sq. ft. manufacturing and warehouse facility. Anderson Co. manufactures aluminum extrusion products, such as jalousie windows and frames, and maintains headquarters in Owensboro, Ky.

BIRMINGHAM, MICH.: **Berry Door Corp.**, manufacturer of steel overhead garage doors for residential and industrial use, reports an increase of 56.6 per cent in unit sales for the past six months over the same period in 1958, and an increase

of 36 per cent over the same period in 1957 — the largest first six months in the history of the company. June was the eighth consecutive month in which sales have set an all-time high for the company.

HATTIESBURG, MISS.: **Plyfloor, Inc.**, has established general sales offices here at 1304 W. Pine St. Roy B. Cobbett, vice-president in charge

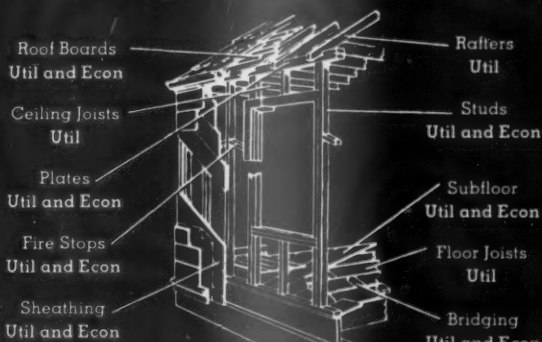
of sales, will headquarter at the new office.

KANSAS CITY, MO.: Major expansion plans announced by **W. S. Dickey Clay Manufacturing Co.** include large scale projects in St. Louis, Mo., and Bessemer, Ala. Completion of both projects in 1960 will coincide with Dickey's Diamond Jubilee celebration. Contracts have

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will do these jobs right and save money



You can sell Rosboro's Utility and Economy grades with confidence because they are:

- Cut from Old Growth Timber
- Kiln Dried • Stored Under Cover
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Write for this free booklet... tells where and how to use Rosboro's Utility grades to best advantage.

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been let for construction of a new straight-line tunnel kiln in St. Louis, increasing production by 30,000 tons annually. At Bessemer, Ala., plans for a multi-million dollar plant have been finalized.

PRYOR, OKLA.: Bestwall Gypsum Co. is planning an extensive modernization and improvement program for its plant here. Renovation will include both replacements and additions involving receiving, storage, production, and waste-treatment facilities. Completion is scheduled for late 1960, with the plant continuing normal operation through the entire improvement program.

NEW YORK, N. Y.: Flintkote Co. reported record-breaking sales and sharply improved earnings for the first of 1959, following a rise in second quarter operations which set new highs in sales and earnings for the period. During the first six months of this year, net sales reached \$98,431,196, a rise of 20.2 per cent from the \$81,857,967 reported for the first half of 1958. First half net income amounted to \$5,432,007, a gain of 59.5 per cent over the \$3,403,907 recorded for the corresponding period a year ago.

NEW YORK, N. Y.: Plans for constructing a particle board plant — annual capacity, 60 million square

feet (¾" basis) — were announced by Gene C. Brewer, president, **U. S. Plywood Corp.** The plant, to be located at South Boston, Va., will utilize the latest American and European techniques in wood and chemical technology. It will supplement West Coast production of patented board, Novoply. South Boston is contiguous to approximately 250,000 acres of southern pine, from which the plant will draw its raw material.

NEW YORK, N. Y.: Net sales of **The Ruberoid Co.** for the six months ended June 30, were the largest for any first-half in the company's history, while net income for the same period was the second largest. Net sales for the first half of 1959 totaled \$43,125,400, a gain of 13 per cent over net sales of \$38,263,188 for the six months ended June 30, 1958. Net income for the first six months of this year amounted to \$2,539,539, equal to \$1.58 per share of 1,608,977 average number of shares of capital stock outstanding during the period. This is an increase of 74 per cent over 1958's first half earnings of \$1,459,946, or 91 cents per share on 1,602,632 average number of shares outstanding.

NEW YORK, N. Y. Net income of **Penn-Dixie Cement Corp.** for the six months ended June 30, 1959,

amounted to \$3,684,733, an increase of 26.6 per cent over the \$2,910,219 net profit in the first six months of 1958. The 1959 first half net was equal to \$1.32 a share on the 2,788,191 shares of capital stock outstanding, compared with \$1.04 a share on the same number of shares in the first six months of 1958. Sales in the first half of 1959 totaled \$21,374,859, an increase of 8.9 per cent from the sales of \$19,631,481 recorded in the similar period of 1958.

NEW YORK, N. Y.: Yale & Towne Manufacturing Co. has established Towne Hardware Division to market ceramic and metal builders' hardware trim and accessories under the trademark "Towne." W. B. (Bud) Holton will be manager of the division. Holton joined the company in 1950, for the past seven years heading the Ceramic Department.

OZONE PARK, N. Y.: A. Milton Eike has been named a salesman for **Adelphi Paint & Color Works, Inc.** Eike will cover western and central Virginia.

PITTSBURGH, PA.: **Pittsburgh Plate Glass Co.'s** paint division has established a commercial development department, principal functions of which will include market research and development of new products. Dr. Elmer C. Larsen has

Versa[®] Traditional

WROUGHT IRON

combines beauty and safety
with savings from 30 to 40%



the original completely
adjustable wrought iron
railings and columns
... imitated but never
duplicated.

Has that custom-built
look yet with standard
parts that save in cost.
Merchandising package
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Ask for details.
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**A VERY PROFITABLE
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**LIVE, WORK,
BUILD BETTER
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SUGAR PINE
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We have vast
forest resources,
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kilns and facilities—
plus men
who know Lumber

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A mixed car can
contain Standard
Items plus mouldings,
interior trim,
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Specialists in
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The Ralph L.
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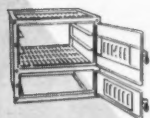
Members: Western Pine Assn.,
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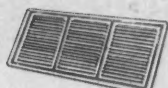
... for over 360 Metal Building Needs!

Get assured satisfaction, proved quality, unexcelled value with Vestal precision-engineered specialties in iron, steel, aluminum. Besides the items shown, the broad Vestal line includes underground garbage receivers, cistern rings and covers, grease basins, catch basin lids, sewerage and drainage castings, manhole frames and covers, metal bridging, joist hangers, and many others — and all competitively priced for outstanding Vestal value!

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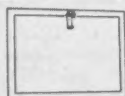
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DOORS



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CRAWL SPACE
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FORMED
STEEL LINTELS



CONCRETE BLOCK
LINTELS



CIRCULATOR
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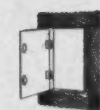
WALL TIES



ANCHOR BOLTS



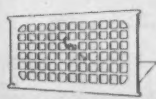
BELL TRAPS



ACCESS DOOR



GALVANIZED STEEL
WINDOW WELLS



VENTILATOR
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STEEL MORTAR BOXES

VESTAL

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VESTAL MANUFACTURING CO., P. O. Box 152, Sweetwater, Tenn.

Popular!

Profitable!

Easy to Install!



STACK WINDOWS



Cash in on the popularity of IDEAL Stack Windows by featuring them in your displays, in your advertising, in the homes you build. Units can be combined to form window area of almost any dimension. Four types of sash available: awning with push bar; awning with gear operator; hopper; and fixed. Made of Western Ponderosa Pine and Preservative Treated. Furnished completely assembled for fast installation.

DISTRIBUTED BY BUILDING MATERIAL JOBBERS

FOR CATALOG, WRITE IDEAL CO., BOX 889, WACO, TEXAS

SOUTHERN BUILDING SUPPLIES for SEPTEMBER, 1959

For more details on above items, use Coupon on Page 83

99

Unique roof of Wolmanized® lumber protects this modern store



For lasting protection against termites and decay, Wolmanized® lumber was used in the roof and throughout McNerny's handsome new store on the Royal Hawaiian grounds at Waikiki. A total of seventy-seven thousand board feet of Wolmanized pressure-treated lumber was used for the store.

The unusual roof was constructed of Wolmanized Douglas Fir, 2-inch tongue-in-groove sheathing. Copper roofing was then applied to conform to the interesting ribbed design.

To acquaint you with the many advantages of decay and termite protected Wolmanized lumber, and how you can use it in light, heavy, and residential construction, send for the 16-page booklet that's free for the asking. Or, if you are in the tropics, ask for our new "tropical" brochure. Mail the coupon today.

Wolmanized

PRESSURE-TREATED LUMBER

Wolman Preservative Department,
Koppers Company, Inc.
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Please send me the 16-page brochure
on the use of Wolmanized pressure-
treated lumber.

Name _____ Title _____

Firm _____

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City, Zone, State _____



Wolmanized®
PRESSURE-TREATED LUMBER

been appointed as director of commercial development.

DALLAS, TEX.: **Southern Screw Co.** has released a revised Dallas Warehouse Stock Guide, outlining bulk and packaged fasteners by size and finish which are regularly stocked at its warehouse here.

HOUSTON, TEX.: An expansion and automation program to increase capacity by 50 per cent and drastically reduce production costs will be launched by **Metallic Building Co.** Metallic will add 60,000 sq. ft. to the existing 160,000 sq. ft., resulting in area under roof of approximately five acres. Added production self-sufficiency will be achieved by installation of units for applying new permanent colors to building panels, and by installation of roll-forming equipment. Metallic's parent company is Stran-Steel Corp.

GORDONSVILLE, VA.: **Champion Storm Window Corp.**, Syosset, N. Y., will begin operations in a 12,000 sq. ft. building here, the first branch factory of the firm. The company makes aluminum storm windows and doors.

TULSA, OKLA.: **Dewey Portland Cement Co.'s** new plant is currently under construction northeast of here. A 600' building will handle and store raw materials and clinker. The quarry will hold over 100,000 tons of rock, and railroad tracks will connect the plant to the mainline of the Frisco Railway. Plant is scheduled to be in full operation by mid-1960, supplying over 5,000,000 bags of cement each year.

CHARTERS OF INCORPORATION: **Denmark Plywoods**, Denmark, S. C., manufacturer of veneer and plywood products, listing authorized capital stock of \$75,000; and **Harleyville Concrete Co., Inc.**, Charleston, S. C., manufacturer of concrete and related products, listing capital stock of \$10,000, by D. Van Smith, president.

U. S. Plywood Reports Record Annual Sales

United States Plywood Corp. recently reported annual sales at a record high — \$238,738,000 for the fiscal year ended April 30, 1959, as compared with \$203,242,000 last year.

Sales and dollar earnings after taxes for the final quarter of the year set a record for any quarter in the company's history — \$66,938,000, compared with \$48,826,000 in the similar period last year.

Board Chairman S. W. Antoville attributed improved showing to generally improved economic conditions and record construction activity.

It's easier to sell
**siding jobs
when you offer...**



**...because only
TRIPL-TITE offers
all these plus features!**

- **PATENTED 3-POINT INTERLOCK**, an exclusive Tripl-Tite feature, assures a tight, firm seal that won't rattle ... assures easier installation.
- **SIX COLORS** — in long-lasting, specially-formulated baked-on enamel finish.
- **ALODIZED ALUMINUM** — Before painting, Tripl-Tite is Alodized with Alodine on front for maximum paint adhesion and also on the back to prevent any possible corrosion.
- **FLANGE WEEP HOLES** are located in the bottom flange for air circulation.
- **PRE-NOTCHED JOINTS** make installation easier and faster—also add to the appearance of the finished job.
- **SLOTTED NAIL HOLES** and curved nailing lip permit panels to be fastened securely, tightly, and quickly—without buckling or distortion.
- **INSULATED BACKER BOARD** — affords greater rigidity and added insulation—also deadens sound.



Another quality product of
NATIONAL METAL PRODUCTS COMPANY
2 Gateway Center • Pittsburgh 22, Pa.

STRICTLY WHOLESALE

ATLANTA, GA.: **Georgia Metal Mouldings, Inc.**, has been appointed distributor here for Azrock Floor Products Division, Uvalde Rock Asphalt Co. Firm will serve flooring dealers with the complete line of Azrock resilient floor tile.

NEWPORT NEWS, VA.: **Noland Co.**, independent distributor of plumbing and heating equipment, with 36 branches throughout the South, recently elected new officers. Lloyd U. Noland Jr., president since 1951, was chosen board chairman. John E. Sommers is president. He was branch manager at Richmond, Va., later holding same posts in Birmingham, Ala., and Washington, D. C. He has been executive vice-president since 1954. M. Gardner Smith was elected executive vice-president, marketing. Smith served at Newport News, Va., Raleigh, N. C., and Macon, Ga., and was branch manager at Spartanburg, S. C. Rudolph F. Ourednik is new vice-president, personnel. He joined Noland in 1930, progressing through branches in Newport News, Va., and Columbia, S. C.

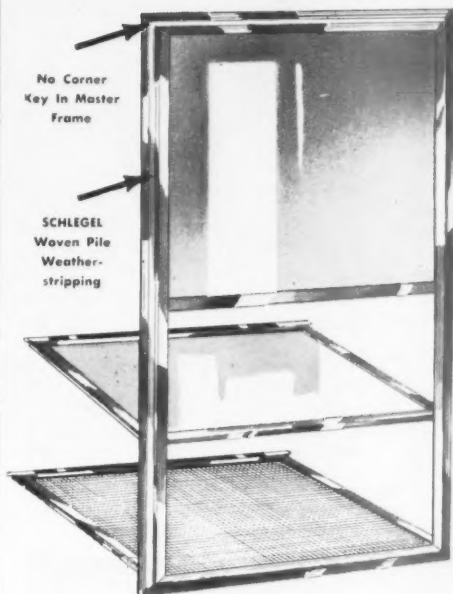
NORFOLK, VA.: **Walker & LaBerge Co.** has been appointed exclusive building product sales agent for Building Products Division, R. C. Mahon Co., Detroit. The Norfolk concern will represent Mahon throughout southeastern Virginia and northeastern North Carolina.

JACKSONVILLE, FLA.: Directors of **Cameron & Barkley Co.** recently elected new officers. They are D. E. Black, vice-president and director of sales; D. W. Gadberry, vice-president and controller; L. R. Scrivener, assistant secretary-treasurer and personnel director; and F. H. Venters, vice-president and director of purchases. Cambar is a supplier of machine tools, and electrical, contractors, plumbing and heating equipment.

MIAMI, FLA.: **Southern Industrial Equipment Co.** has been named franchise representative here for Yale industrial lift trucks and tractor shovels. Arthur N. Jolliffe, 20-year-"plus" veteran with Yale, heads the company as president. William Sutton is service manager.

ATLANTA, GA.: **D. G. Muir Co.** has been appointed sales representative for the Nautilus No-Duct Range Hood in Georgia. Firm is pioneer representative in the state for Nautilus hoods, manufactured by Major Industries, Inc., of Chicago. Muir also will handle electrical supplies, including electric wire and cable, and electric motors.

here's the TILT window you can fabricate..



- ★ **EASIER**
- ★ **FASTER**
- ★ **MORE ECONOMICALLY**
- ★ **LOW COST TOOLING**

Vulco

EXTRUDED ALUMINUM
TILT WINDOWS
OFFER THESE ADVANTAGES

- Low Cost Tooling
- 5-Extruded Sections
- Blind Stop or Over-Lap Installation
- Picture Window Frames to Match
- Simplified Assembly
- Only Small Inventory Needed
- Drop-in Vinyl Glazing
- Burglar-Proof Locks at Sill

With only a small inventory of five Vulco Extruded Aluminum lineals you can fabricate any size Vulco Tilt Combination Window easier and as economically as any tilt window produced. With only six hand tools and a screw driver you're in business the Vulco way. Complete instructions on simplified fabrication are furnished.

BUY
FROM

QUALITY
GUARANTEED

Vulcan

A Leader in the Industry since 1945. Member: Screen Manufacturers Association, National Combination Storm Window and Door Institute.



METAL PRODUCTS, Inc.

2801 6th Avenue, South, Birmingham, Ala.

NEVER your COMPETITOR

SALES OFFICES: Atlanta, Ga.; Birmingham, Ala.; Chicago, Ill.; Liberty, Mo.; Los Angeles, Calif.; Mountainside, N. J.; New Smyrna Beach, Fla.; New York City; Tyler, Tex.

To: **Vulcan Metal Products, Inc.**
Dept. SBS

2801 6th Avenue, South,
Birmingham, Alabama

Please send me complete information
about VULCAN Quality Products and
VULCAN Service. No obligation.

CHECK ITEMS OF PARTICULAR INTEREST TO YOU

SCREENS DOORS WINDOWS ENCLOSURES

NAME _____

ADDRESS _____

CITY _____ STATE _____

MAIL COUPON TODAY

TAMPA, FLA.: **Atlanta Oak Flooring Co.** has appointed Harold Herndon as traveling representative in the Tampa area, with Robert E. Lee as branch manager, and Ben B. Harper, Jacksonville, as district manager.

ATLANTA, GA.: **Addison-Rudesal, Inc.** was among three distributors in the southern area winning the "Jobber of the Year" award, presented annually by Kordite Corp. Other winners are **A. H. Ramsey & Sons, Inc.**, Miami, Fla.; and **Building Products Co.**, Baton Rouge, La. Awards — wooden wall plaques — were presented on the basis of unusual improvement in sales volume, quality and number of sales meetings held, and participation in local promotions and cooperative advertising.

RALEIGH, N. C.: **Atlanta Oak Flooring Co.** has moved to larger facilities here at 1322 Persons St. Local firm officers are Hugh Shockley, district manager; John Boyd, sales representative; and Jimmy Smith, branch manager.

ROANOKE, VA.: **Dixie Building Products, Inc.** has been named as distributor of Amweld hollow metal doors and frames. Stock of most commonly used types and sizes of doors and frames will be kept at

the warehouse here. Amweld line is made by a division of American Welding and Mfg. Co., Niles, Ohio.

HUNTINGTON, W. VA.: **General Building Supply, Inc.** has been ranked as second in the U. S. in sale of Flexalum awnings for period ending May 31. The firm has advanced to top group of companies holding franchises, competing with firms in country's largest metropolitan centers. Last year General Building Supply won first place in a sales contest in a group of metropolitan centers comparable to tri-state in population.

RICHMOND, VA.: **Binswanger & Co., Inc.** has opened a new branch at Rocky Mount, N. C., to service eastern North Carolina. M. L. (Ted) Misenheimer Jr. is manager of the new branch. New Binswanger manager in Florence, S. C., is J. Harry Marsh. He succeeds L. E. Winterhalter. Manager of Binswanger's Fayetteville, N. C., branch is Dudley Pendleton. He succeeds Leon Crouch.

ALBANY, GA.: Joe Brashears, president, **Joe Brashears Steel, Inc.**, has been appointed Crawford door distributor for 27 counties in southwestern Georgia. The Crawford line of residential garage and commercial-industrial overhead doors will be handled, including sales, installa-

tion, and service, through **Crawford Door Sales Co. of Albany**, a division of Joe Brashears Steel, Inc.

CORPUS CHRISTI, TEXAS: **Corpus Christi Brick and Lumber Co.** here has been named distributor in this area for Frigidaire builder's items. The line includes built-in ovens, surface section stoves, garbage disposers, dishwashers, refrigerators, freezers, washing machines, and other appliances.

BIRMINGHAM, ALA.: **Birmingham Sash & Door Co.** is currently constructing a 22,500 sq. ft. addition to its plant at 901 N. 28th St. here. In addition to more modern display rooms added to present office area, the construction will give a total of 86,000 sq. ft. . . . Richard Honeycutt, south Alabama and northwest Florida territorial salesman for BS&D for the past two years, will be transferred here to take over a city territory . . . John Rabon has been appointed territorial representative for south Alabama and northwest Florida; and Jack Davis, sales trainee, will head a sales territory in this area.

MIAMI, FLA.: **Peninsular Supply Co.**, with offices in Miami, Fort Lauderdale, and West Palm Beach, Fla., has been appointed a distributor for Filon Plastics Corp., El Segundo, Calif. Other new Filon Plastic distributors include **Pyramid Products Co.**, Kansas City, Mo.; and **J & J Steel and Supply Co.**, Odessa, Texas.

WASHINGTON, D. C.: **Georgia-Pacific Corp.** here will handle distribution of Formica products in the Washington area, which includes the District of Columbia, Maryland, and Virginia. Appointment was made in order to better service the rapidly growing territory.

DANIA, FLA.: Consolidated General Products, Inc., Houston, Tex., has appointed **McLean-Thomas** here as distributors for Consolite fiberglass skylights. Assigned Palm Beach, Broward, and Dade Counties, Fla., McLean-Thomas will service architects, builders, contractors, dealers, and general building trade in that area.

KNOXVILLE, TENN.: Curtis Companies, Inc., Clinton, Iowa, has named **Woodwork Distributors, Inc.** here as wholesale millwork distributor for the area comprising eastern Tennessee, southeast Kentucky, and western Virginia.

FORT WORTH, TEX.: **Texas Sash and Door Co.** here is one of four recently-appointed Southern distributors for the Barclite Corp. of America, New York. Also appointed were **United Sash and Door Co.**, Baton Rouge, La.; **New Orleans Sash and Door Co.**, New Orleans, La.; and **Atlantic Oak Flooring Co.**, with branches in Tampa, Jacksonville, Miami, and Orlando, Fla.



Does Your GAS BUILT-IN LINE Still Have An Old Fashioned EXPOSED VENT?

Then Investigate the NEW
Modern Maid

GAS OVEN with CONCEALED VENTING
and BIG 18" WIDE OVEN

MODERN MAID is also the only
line with a complete assortment
of Super-thin RANGE TOPS that allow
DRAWER SPACE UNDERNEATH



Call or
Write today
for specifications
and descriptive
literature.








TENNESSEE STOVE WORKS
CHATTANOOGA 1, TENNESSEE

Tomorrow's door is a cinch to hang: It fits over — not in — the opening



Part of a new concept in modern interior design, door, at left, overlaps opening, instead of fitting inside it. With this door, emphasis is placed on walls with simplicity and cleanness of lines, unobstructed by trim of any kind. Surface-mounted hinges swing door completely clear of opening at 90-degree angle. Door hardware, at right, developed by Stanley Works, New Britain, Conn., has push-pull action knob and noiseless operation. Strike is engaged with nylon cam of latch which holds door in with 12-pound constant pressure.

Doors are now being hung over openings, rather than inside them.

The result is that greater simplicity and sharpness of line is achieved, with walls unobstructed by trim of any kind. Overdecorative molding likewise is eliminated.

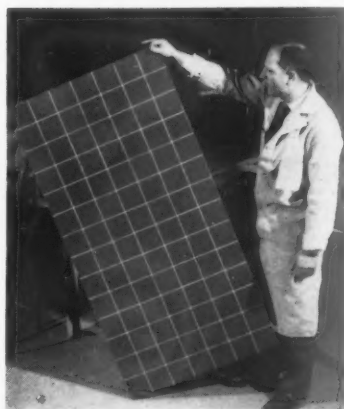
This concept — in both doors and hardware therefor — permits adoption of imaginative techniques in door shapes. It is now possible, for example, to use odd-shaped doors over conventional openings, or conventional doors over odd-shaped openings for obtaining special decorative effects.

With such door, entire walls may be tied together as a unit through use of paneling, paint, wall paper, or plastics to give a harmonious effect, uncluttered by door trim.

Developed by the National Assn. of Home Builders Research Institute, the door uses surface-mounted hardware, called "Surfaset," by the Stanley Works, New Britain, Conn. With such, the door strike is engaged with nylon cam of latch which holds door in with a 12-pound constant pressure.

Design of the surface-mounted hinges allows door to swing completely clear of opening at a 90-degree angle. And door requires no planing or fitting; nor does it need wood jambs, stops, face trim, or mortising for hinges or strike.

Hardware itself is unusual. Because of a push-pull action, knob does not turn, allowing a virtually unlimited selection of door pulls to be used. Operational features of latch and strike permit quiet operation without usual distracting click of latch as door is released or closed.



GIANT-SIZE CERAMIC TILE — A procedure making possible the setting of up to 15 square feet of ceramic tile in one piece has been developed by the Tile Council of America, Inc. Sheets, such as this 2½' x 6' section, bonded edge-to-edge with epoxy resin, reportedly balance as easily as a teacup. Similar sheets have been in use for several years in bathrooms of homes at Levittown, Pa., and are still in perfect condition.

Donald R. Wadle Resigns MLMA Director's Post

Donald R. Wadle, managing director of the Metal Lath Manufacturers Assn., has announced his resignation as of September 30 for health reasons.

Wadle was appointed technical representative for MLMA on the West Coast in 1939. He became managing director in 1946. After October 1, he will be association technical consultant, with residence in southern California.

Jack Fisher, currently technical director of MLMA, will succeed Wadle as managing director. He has been with the organization since 1953.

'Golden Rule' Repays

(Continued from page 38)

This came to a \$7.50 sale, and more than an hour of assistance to the customer.

We had another home-owner who was making his own stairway in the recreation room, but was stopped by the circular bottom riser. We told him to get the tread. The riser would have to be notched so that it could be sawcut. We sketched an explanatory picture for him so that he would get the points of contact.

Another customer was putting storage shelving in his attic. After learning approximately how much he wanted to spend, and after obtaining dimensions, I believe we saved him some money on materials. We cut the pine to size and made a sale of \$13.80.

Constant Instruction Requests

This morning we also showed a customer how to put a door frame together, mitering the trim and dadoeing the jamb. We helped an officer plane some teakwood he had brought from Africa, with which he wanted to make a table. Someone else had a problem of filling in a space between the wall and door, and selected a molding.

Materials are not always bought at our operation. We had one customer who had salvaged walnut from an old barn and wanted to make a gun rack.

But this assistance we give develops customers. The projects they work on develop their skill and increase their satisfaction. They will go on to bigger and more difficult jobs with time and ambi-

THE "Four Seasons" STORM DOORS

NOW—YOU HAVE YOUR CHOICE OF:

A. Complete Combination Aluminum Self-Storing Storm Door Units.

B. Lineals for you to assemble.
Important features:

- Full one-inch door
- Completely weather-stripped
- Equipped with piano hinge or 3 stainless steel Oilite bearings.



STORM WINDOWS

We can ALSO furnish you with lineals for THREE types of completely weather-stripped combination aluminum Storm Windows:

1. Two-track overlap
2. Two-track blind stop
3. Triple tilt

Write, Wire or Phone Today

Please send me information on the following:

- ☐ Complete Storm Door Units
- ☐ Lineals for Storm Doors
- ☐ Two-track overlap Storm Windows
- ☐ Two-track blind stop Storm Windows
- ☐ Triple tilt Storm Windows

Name _____
Company _____
Address _____
City _____ State _____

Southeastern

Phone
STate 6-6364

P. O. Box 26
Powderly Station
Birmingham, Ala.

tion, provided they get the right assistance that yields results. It builds future sales for our company.

One customer came in needing assistance with a flush door. Apparently he carried out instructions to his own satisfaction, for a week later, he bought 14 flush doors.

We run a small 3" advertisement weekly on the Saturday comic page of a big metropolitan Washington newspaper. We usually highlight a good value that some do-it-yourselfer would appreciate — like flush doors, plywood, or a similar item. We spend about \$100 a month on advertising, and find sales of those items very good. Occasionally we place ads in the periodicals and papers of local clubs and civic organizations.

From time to time, we come to the assistance of home-owners who have embarked on a project which they have neither the time nor inclination to complete. Occasionally, we are asked to handle the project right from the start.

Though our volume breaks about evenly between contractor and home-owner, we derive a great deal of satisfaction from the many new home-owners who are learning for the first time how to handle hammers and screwdrivers. We anticipate even greater volume increase from this quarter.

Lumberman's 'Dreamboat'

(Continued from page 49)

They can also be placed out of use at either extreme end of the car to accommodate maximum length loads.

Additional details of construction:

Inside length	42' - 6"
Inside width, between stakes	9' - 4"
Inside height	9' - 7"
Distance between truck centers	37' - 2"
Distance between pulling faces of couplers	49' - 8"
Trucks — roller bearing, 70-ton capacity, 33" diameter wheels	
Lightweight — 75,400 lbs.	
Load limit — 134,600 lbs. (70 tons nominal capacity)	

Sell More Kitchens

(Continued from page 48)

the house mussed-up over the week-end.

Molay Bros. handles its business on a realistic basis. Instead of featuring price discounts, it goes after business on the basis of its nationally advertised lines, cus-

LoManCo

**WORLD'S MOST COMPLETE LINE OF
ALUMINUM AND GALVANIZED
VENTILATING LOUVERS . . .**

147 different sizes
and shapes to
choose from



NEW LoManCo TWIN SECTION

A new stronger, sturdier twin section stationary louver with wider mounting flange, 8x8 mesh insect screens. Available in either aluminum or galvanized, 14 models . . . 6, 8, 10 and 12 ft. base lengths, 2 1/2-12 to 5-12 pitch. Other sizes also available on request.

OTHER FAMOUS LOMANCO LOUVERS



LOMANCO VARI PITCH

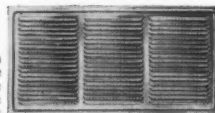
The original, patented adjustable aluminum louver. 10 models and sizes—4-12 through 12-12 pitch.

LOMANCO ROOF LOUVERS

3 models and sizes—three sides open for more ventilation, 8x8 mesh screens. Available in aluminum or galvanized.

LOMANCO CORNIC VENTS

One piece aluminum or galvanized cornice ventilators available in 3 sizes, complete with 8x8 mesh screens (Round Cornice Vent also available.)



Here's why

**LOMANCO LOUVERS ARE
YOUR BEST BUY, BY FAR!**

• **FHA accepted design.** All LoManCo louvers meet the new revised FHA minimum property requirements

• **Heavy Gauge Construction.** Only strong heavy gauge aluminum and galvanized materials used in LoManCo louvers

• **Complete Selection of Models and Sizes.** Largest selection available—with unique quality design features.

See our complete line in Sweets Light Construction Catalog File 1b, or write for catalog.



Louver

MFG. COMPANY
3603-58 Wooddale Ave.
Minneapolis 16, Minn.



tomer services, and "hard selling." While it sells on a 30 to 60 days basis, it tries to give the contractor time to close his loan. As soon as the contractor gets his money, however, Molay expects to be paid for its merchandise.

In the mind of the Molay boys, there is nothing like personal contacts with contractors to get business — backed up by a reputation for reliability, achieved over a period of 20 years. Molay is a member of the Birmingham Home Builders Assn. and has cooperated with several home builders in home shows.

'Bonus Checks' Bonus

(Continued from page 47)

checks" during June, July, and August not only to create good will among regular and prospective customers, but to broaden the scale of sound publicity which our company has been receiving for the past several months.

Ornamental Block Sells

(Continued from page 51)

height of fence, and whether the customer does the work himself.

Scalco Lumber also has begun manufacture of a patio tile, to be offered as a building specialty. The tile has an enamel-like finish and will come in various colors.

Sell Prefabs to Farmers

(Continued from page 41)

delivered in one truck load.

Structures are not sold on time payments. Regular terms are extended to those entitled to buy on open account, but almost all are paid for in cash on completion, a habit which is encouraged.

Biggest factor in the substantial increase in farm sales, according to Drake, is that Ferguson sells a completed job, agrees to supervise, does whatever necessary to make the job satisfactory, and picks up the check from a pleased customer.

Maryville Lumber Co. promotes the sale of completed jobs, not to feed work to local contractors, its own crews, or the mill department which saws up dimensions, but to offer substantial savings to the customer wanting to use his own labor.

Exclusively from Certain-teed... a 3-point dealer profit program

Free color-styling services:

only from Certain-teed can you get for your Certain-teed customers the exclusive, free-of-charge exterior home color-styling services of Miss Beatrice West, well-known color consultant. The service covers color-styling of roof, siding, trim and accent.



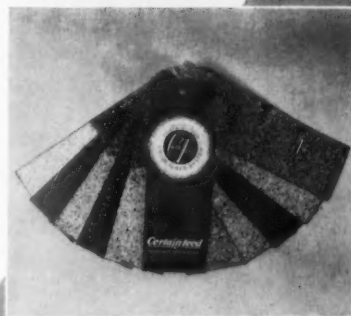
Free merchandising services:

now from Certain-teed can you get an all-inclusive promotion idea kit designed to help builders promote their new homes. Included are suggested newspaper ad layouts, radio and TV scripts, a detailed public relations program, sample home literature, job signs, and mats.



Ten basic colors:

only from Certain-teed can you get a complete line of roofing shingles based on just 10 "Color-tuned" colors. You profit from the reduced handling, less warehouse space, faster turn-over.



Call your Certain-teed representative today and get all the facts on these three new ways to increase profits.



Certain-teed® Superior Products through Creative Research

CERTAIN-TEED PRODUCTS CORPORATION

Ardmore, Pennsylvania

Plants and offices throughout the United States



BEST BUY IN THE BUSINESS!

**STRONG
EFFICIENT
ECONOMICAL
ASPHALT-
WATERPROOFED**

- ★ Conforms to FHA and VA standards
- ★ 1/2" and 25/32" thicknesses
- ★ Standard panel sizes
- ★ Roof insulation also available - All thicknesses

MAFTEX INSULATION BOARD SALES CO., INC.

Standard Oil Building, Baltimore 2, Maryland

Specializing in Roof Insulation, Sheathing and Shingle Backer



WE LOVE OUR CUSTOMERS - And Give Them The Best Service!!

Our wives are constantly complaining that we pay more attention to customers than we do to them. Now, it was never our intent to slight the little women, but look at it this way: You can always hire somebody to cook and keep house, but you can't replace a good customer.

We make our living by offering a complete line of building supplies and by giving the best in service . . . still the South's oldest 100% wholesalers and jobbers.



Write or call:
**BILL ZUBER
BRUCE BYRD**

ATLANTA 1, GEORGIA

P. O. BOX 964
TELEPHONE DRake 7-6404

While there is nothing complicated about a pole barn, it requires definite blueprints. Persons who have erected them can finish before an average farmer, with two or three hired hands, can decide where to begin. Farmers need labor in the fields and with their livestock production. Assured that the project will be properly laid out, competently supervised, and guaranteed, they are quick to pick up the savings.

Remodeling Residences

Ferguson also sells remodeling jobs for residences and other structures. For instance, if a farmer wants to add a room or a porch, Ferguson makes a working plan, figures lumber, nails, paint, and all other materials, and makes the farmer a price. During construction, he checks the work, helping the buyer and himself save time for carpenters, painters, electricians, and plumbers. As superintendent and architect, he knows answers when questions arise. Such jobs are pre-cut as far as possible in the yard shop in Maryville.

All erection takes place on site. No effort is made to erect and haul, even when the structure is small, except for farm feeders and similar structures completed in the yard.

A line of Cuckler steel buildings was recently added to the lumber yard stock list. These buildings will be sold on the same basis as pole barns.

Erecting farm structures with its own crews offers no obstacle to the firm's regular business with established building contractors, since local contractors are busy with bigger jobs. They do not want small country jobs, often referring prospects to the lumber company.

Cooperation with Contractors

On the other hand, the lumber company cooperates with local contractors by sending them prospective home builders. In some cases, they build homes, using local contractors.

Other than know-how and working templates for various sized farm buildings, little equipment is required. Most pre-cutting is done on a regular radial saw. Men working in this department have been with Maryville Lumber for many years, and consequently have a high production factor.

These men produce walk-in hog feeders, which sell for \$295; calf creep feeders; and similar items,

such as cattle feeders and feed bunks. Orders for these items are always far ahead of production.

Occasionally, a farmer figures that he can buy materials, build the farm structure himself, and save money. One farmer made a good start, but after trying to find some good carpenters for a couple of days, he turned it back over to Maryville Lumber Co.

Lander Goes Ultra Modern

(Continued from page 44)

ed to see merchandise available. Then they went home to estimate quantity they would need for an intended project."

Feeling that there might be some difficulty in rounding up a sales crew for this semi-self-serve operation, classified advertisements were run in both daily papers.

"We now have seasoned, experienced sales personnel," said George Jr. "Applicants came to us because, knowing of our expansion program, they saw a future, where they may have reached the end of the line in their previous employment."

Inasmuch as the store is new, every salesclerk who "starts" a customer has to stay with him.

Salesmen Stock Store

Sales people stock the store. Thus, they learn where everything is located, and when a customer comes in for a "thing-a-ma-bob," every one knows where such "thing-a-ma-bobs" are located.

The store has almost every type credit plan that has been devised — open accounts, 30-60-90 day accounts, revolving credit accounts, easy payment plan accounts, lay-away accounts, and, of course, F.H.A.

Credit applications are checked at the original yard, where the credit manager can be reached by direct wire. Those with established credit have their name, address, and amount of credit on file at the Chelmont store for immediate check. Credit cards are now in preparation and will be issued this fall. Central bookkeeping will be maintained at the original yard, which will service all the suburban outlets as they come into being.

No provision was made for warehousing in the Chelmont store, and buildings for storage to back up inventory in the sales area will be built for this purpose.

As a semi-self-serve operation,



This **DIXISTEEL** Building

COST ONLY \$3.32 A SQUARE FOOT

Complete with air conditioning



\$1.46 a sq. ft. for this 25,200 sq. ft. warehouse, including all accessories



\$4.00 a sq. ft. for this 6,000 sq. ft. warehouse and air-conditioned office.



\$2.00 a sq. ft. for this 10,000 sq. ft. hanger, including expensive hanger doors at each end

This 7,000 sq. ft. warehouse and 450 sq. ft. office of the Benton Bros. Drayage & Storage Co., Brunswick, Georgia, was completed in 40 days at a total cost of only \$3.32 a square foot. This included a reinforced concrete floor 42" above ground level; two 10' x 20' canopies; three overhead doors; all heating, wiring and plumbing, including three toilets and shower; insulated, air-conditioned office with brick side-walls; painting.

The Benton building is typical of the hundreds of DIXISTEEL Buildings erected throughout the South—some for as little as \$1.25 a square foot.

There is a DIXISTEEL Building to suit your needs—from the smallest, to large, clear-span multiple units covering any area desired.

Contact your nearest DIXISTEEL Building dealer or write for descriptive literature and details.

- Eight standard widths—30' 40' 50' 60' 70' 80' 90' 100'
- Lengths can be any multiple of standard 20' unit
- Sidewall heights 10' 12' 14' 20'
- Multiple units of virtually any width, height, length

HOME OF
DIXISTEEL
PRODUCTS

FREE ESTIMATES • NO OBLIGATION

Steel Building Division

Atlantic Steel Company

P. O. Box 1714, Atlanta 1, Ga. • TRinity 5-3441

no sales slips are written. As items are purchased, the cashier codes them by various keys on the cash register. Consequently, inventory cannot be computed from sales slips. Instead, sales personnel are responsible for filling shelves in assigned areas — without the title of department head. George Jr. does not subscribe to meaningless titles which result in more chiefs than Indians.

In the planning stages, it was assumed that an inventory of \$30,000 to \$35,000 would suffice. On opening day the store had a \$65,000 inventory.

Extensive Operation

There is yet another reason for opening these type retail outlets. Lander is in the wholesale business, covering west Texas, New Mexico, and Arizona. They are using these stores to dramatically display their lines, encouraging other retail outlets to handle them, and stimulating home buyers to specify them to contractors.

"We do no contracting," Staten concluded, "offering no competition for our contractor accounts."

Lander's is just what shoppers

want — a one-stop shopping operation. They can buy a piece of pegboard cut to size, or take with them enough lumber, paint, cement, plaster, glass, window and door frames, and folding doors to complete an add-on room.

"My heavens," George Jr. remarked, "what these people won't carry out — we deliver free in a Volkswagon truck and in a full size truck assigned to heavy and bulky items. But, cash and carry volume is amazing."

With all the items stocked, only around five per cent are competitive priced ones, called "loss leaders."

"We hope to net around 3½ per cent on this operation," George Jr. concluded.

Customer Consultation

(Continued from page 43)

Vannostran has more than 25 years experience in the lumber and building supply business. He formerly managed yards in Midwest City, Edmond, Oklahoma City, and other Oklahoma towns. He always has had definite merchandising

ideas to try out. When Chaffin Bros. officials gave him free rein, the customer consultation, crafts coordination, and one-package construction deal was worked out and put into operation.

Popularity Gauge

What officials of Chaffin Bros. Lumber Co. think of Vannostran's operation may be gauged by the fact that plans are already in the making for a complete remodeling job, for expansion of building to cover a three-quarter block area, for increasing special services to the public, and doubling personnel.

"We hope to get our expansion job under way by late summer or early autumn," King described.

What do customers think of the customer consultation, one-stop, and one-package building deal?

"It's the best thing I've found," commented customer James Wickham, who recently moved into a \$14,000 home built with Chaffin Bros. assistance.

"It saved me a lot of running around, worry, and no telling how many gallons of gasoline. And my house was completed on the exact day Vannostran told me it would

The Bennett 2-WAY PANEL SAW

CROSS-CUT OR RIP

TILE BOARD

PLYWOOD

PLASTIC LAMINATES

HARDBOARD

And Other Materials!

NOW...make a PROFIT cutting panel boards to size!

Retail lumber yards all over the U. S. and Canada are using the Bennett 2-Way Panel Saw to give quick, accurate, cut-to-size service—at a profit.

- ACCURACY—all cuts are consistently square. Vertical and horizontal scales are attached for selective cuts.
- SAFETY—machine is fool-proof. Completely safe for unskilled help.
- RIPS OR CROSS CUTS without removing panel from machine.
- ONE MAN OPERATION—one man can cross cut or rip a 4' x 12' panel quicker than two men can on a table saw.

WRITE FOR PRICES AND LITERATURE

RICHARD C. BENNETT MFG. CO.

BOX 331 LACEYVILLE, PENNA.



By **DIXIE'S NEWEST ROOFING MANUFACTURER**

FEATURING

"TOP COVER"

ASPHALT ROOFING

Quality Products — Fast Service

Georgia Owned — Georgia Operated



P. O. BOX 577

DOUGLASVILLE, GEORGIA

TEL. 4342-3

be," Wickham commented.

This, then, is typical of results Chaffin Bros. Lumber Co. is getting from inauguration of Vannos-tran's plan. Whether building a new home, remodeling an old one, or constructing a big commercial building — it all adds up to profit!

'Firsts' in Kansas City

(Continued from page 37)

When asked what contributed to the substantial gain last year, Smith replied: "Home building nationally was down in '56 and '57. Also, during the first few years of manufacturing pre-cut homes, we had to learn via the trial and error method at a gradual production pace, until the kinks were ironed out of the program.

"Mr. Sweet stuck with it, however, and when our production problems were corrected, he hit upon the idea of a catalog, a key-selling point for us. We feel we are now approaching the realization of Mr. Sweet's plans for smooth, profitable operation, and are beginning to see successful re-

turns, as a consequence."

Recent statistics for Greater Kansas City show that area planners anticipate 125,000 homes for the "soaring '60's" at a cost of about two billion dollars. All Sweet Lumber's 150-employees are geared to cooperate and work together to obtain their share of this new building era.

Grows With Area Expansion

To meet the demand, a physical plant also has to be able to stay abreast, and R. L. Sweet Lumber Co. is growing with area expansion. Originally, the company's railroad siding, on Roe, could accommodate 11 freight cars at one time. Today, the spur has been enlarged to handle 22 cars. Many men are assigned full-time to unloading lumber, sheetrock, millwork, and other materials.

This spring a new building, 133' x 70.8', was completed. The unit is a building of pole-type construction for the storage of packaged pre-cut homes awaiting delivery. It is called "Building 5," a staging area for Standard Homes.

Another example of Sweet's unusual capacity for seeing into the future, Building 5 was in his planning two years ago, awaiting construction the day that sales volume merited additional expenditure. Erection of the building this spring gears Sweet Lumber for the sales it feels will be a potential for some time to come.

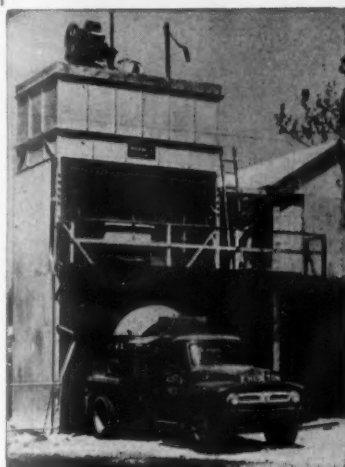
There are five buildings on the 8½-acre site. Besides Building 5, there are the administration building, sash and door unit, standard homes production unit, and a large warehouse.

Typical of the pioneer spirit of Sweet Lumber, the Roe Blvd. plant now covers what used to be a corn field, surrounded by other corn fields.

A former yard was destroyed in 1951 by the disastrous flood that swept the Kansas City area. That same day, Sweet, with two of his associates, selected the Roe Blvd. site as the location where the yard was to be rebuilt. Now, an important trafficway, immediately behind the Roe yard, carries thousands of cars to and from the Kansas turnpike. When the new traffic flow began, Mrs. Sweet foresaw the need for another sign along the west wall of the large warehouse as a natural advertising medium. In bright red letters the huge sign lets motorists know that this is the home of the R. L. Sweet Lumber Co.

"READY-MIX" BUSINESS

PAYS OFF!



Actual photograph Ready-Mix Installation at Huston Lumber Company — at Carey, Ohio.

Your Winslow representative can call on you, at your convenience, and prove, with "details and facts," how you can set-up a profitable Winslow Ready-Mix plant at a reasonable overall investment.

Here are some typical dealer reports . . . "our Binanbatch investment paid for itself in approximately one year" . . . "big increase in tie-in sales since handling Ready-Mix in our yard" . . . "We get additional business in our area because we sell Ready-Mix."

Take advantage of the Binanbatch Ready-Mix profits . . . have our representative prove to you a minimum investment puts you in the Ready-Mix business!

Send coupon for complete details.

Winslow Scale Co.

25th & Haythorne Terre Haute, Ind.

Please send us details on the Binanbatch for increasing over-all profits.

Name
Address
City Zone
State

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100% PURE



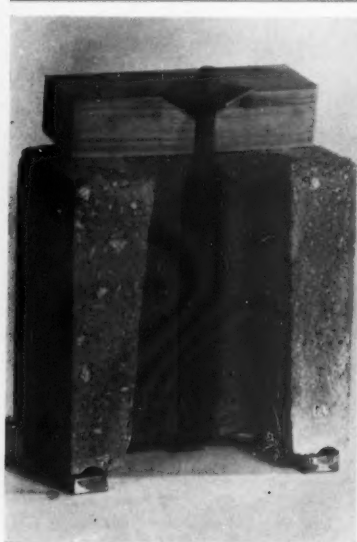
(QUICK DRYING)

Consistent quality and fast delivery from a centrally located bleacher.

FULTON CHEMICAL COMPANY
SUMTER, S. C.

Officers of the company hold the interests of their employees and customers in mind as a prime, personal necessity and as their greatest asset. Two publications, "Sweet Talk" for employees, and "Construction News" for customers, are mailed regularly to create a closer climate for all concerned with Sweet Lumber interests.

In bringing news items of interest to the customers, Miss Reidy, who edits both publications, said that "Construction News" costs about \$400.00 an issue, but some issues are less. Published bi-month-



FULLY ADJUSTABLE — Stepco Concrete Block Anchor Bolts

Outstanding response has proven that Stepco provides the best means of securing a wood plate or nailer to a concrete block or jumbo brick wall.

Cutaway illustration shows how Stepco block anchor bolt is used with two by six nail plates. Notice how this versatile bolt anchors itself . . . it's fully adjustable too.

For the best in anchor bolts and profits, write or call Stepco today!

STEEL PRODUCTS MFG. COMPANY

PHONE TUCKER 6-3906

P. O. BOX 25

TOCCOA, GA.

ly, it has been regarded by some persons on the mailing list of 8,000 names as a service to the industry.

About 200 issues of "Sweet Talk" are distributed each month for employees. The cost of this news letter, mimeographed on an attractive gray and red letterhead (the company's colors), is negligible. It is a homemade product, turned out in the administrative offices.

The "Pine Room," a cafeteria and lounge for employees . . . natty gray uniforms with red company insignias and service emblems, similar to the Army . . . a name plate on each desk . . . clean trucks on the roads . . . and a feeling of working together that exists among the employees are some of the salient features that hold R. L. Sweet Lumber Co. in line with pacesetters in the lumber industry.

Setting goals for the future has kept the company moving ahead under the leadership of the late Robert L. Sweet. Now, Mrs. Sweet and officers of the company are already thinking about the silver anniversary year of 1960.

After that? Well, it will most certainly be another forward look to see what the next 25 years of success and progress will hold for the R. L. Sweet Lumber Co.

Add \$20,000 to Sales

(Continued from page 40)

beautiful walls program that the store sponsors continuously.

While the customer for pine paneling buys only once, the wallpaper and paint customer repeats often. Mudgett commented that, since radio advertising emphasizes wallpaper and paints, many rural people have become regular customers. Formerly, some used mail order catalogs when they redecorated every five or six years. Now, after listening daily to spot announcements promoting wall beauty, they brighten up their homes every three or four years.

Previously, few women came in to the store. Since radio advertising was initiated and the new display floor built, more women than men come in the store. For their comfort, it is air-conditioned. Mudgett, especially trained to sell paints and wallpaper, is on hand to help them.

Picture Framing Display

One of the interesting and attractive spots of the store, regarded as part of the beautiful walls pro-

motion, is the picture framing display. Work is done in a back room, but the display table is by the wallpaper. Frames up to 8' long are made in a variety of styles. This service is profitable, also playing a part in promoting floor traffic.

Gunter started in business 20 years ago as a sawmill operator. He now owns one of the most attractive building supplies stores in the state. Doing business in a town of 9,000, he has made the most of his opportunities by giving customers good service and making them want to buy again.

Classified Advertising

BUILDING MATERIAL SALESMEN

Men experienced in either lumber or construction to sell direct mill shipments West Coast. Rocky Mountain and Southern Lumber, Plywood, Millwork and other building material to construction and industrial consumers. Must be ambitious and capable of selecting and training others as sales area is expanded along with Sales Volume. In application give complete educational and employment history. Write Box 106, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Ga.

SALESMEN WANTED

BEL-AIR COMBINATION DOOR COMPANY has opening for salesmen in Southern States. Line established and well-known. Pay \$100 week draw. Can carry other building industry lines. Must be well qualified, experienced and represent good lines. Reply to 328 S. Date St., Alhambra, Calif.

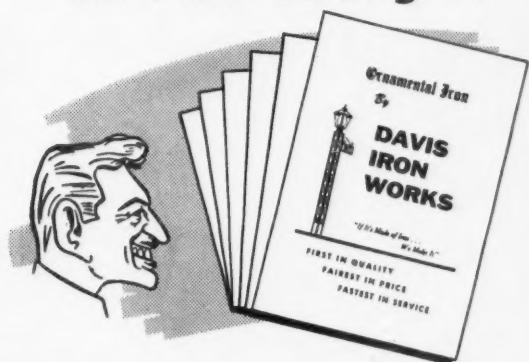
LINEs WANTED

Manufacturer's agent with 800 dealer accounts Louisiana, Mississippi needs additional line. If you seek aggressive representation to the retailer this is it. Warehousing possible. Box 107, Southern Building Supplies, 806 Peachtree St., N.E., Atlanta 8, Georgia.

FOR SALE

30,000 board feet Douglas Fir Air Dried S4S. 2x4 — 3', 4', 5', 6', and 7' lengths. Grades run about 20% construction, and better. 25% standard. 35% utility. 20% economy. \$40.00 M.F.O.B. Mill. Send replies to Friday Lumber Company, Tuscaloosa, Alabama. Neil Friday.

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Our New Catalog ...**



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Featuring Ornamental Iron Columns**

Plus: Ornamental Cast Aluminum Furniture
Anchor Bolts • Steel Buildings • Fabricated Steel

Have you received Your Catalog? If not, a post card will bring one to you by return mail. **WRITE TODAY!**

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P. O. BOX 7335 • WACO, TEXAS

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down your loads



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SAFER!
FOR LESS MONEY! with the
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Specify Rockport

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YUkon 6-0912 — Teletype SF-898
9233 Denton Drive, Dallas, Texas
430 N. Waco Avenue, Wichita 1, Kansas

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